

BAB V

PENUTUP

5.1. Kesimpulan

Setelah dilakukan analisis hasil penelitian pada Bab IV, maka dapat diambil kesimpulan bahwa sebagai berikut :

1. Dari total responden yang didapatkan 213 responden yang telah memenuhi kriteria peneliti. Dan responden berjenis kelamin laki-laki atau sebanyak 25,4% dan responden berjenis kelamin perempuan atau sebanyak 74,6%. Berdasarkan usia, didominasi oleh responden yang berumur 21 tahun (56,8%) diperoleh 75 responden. Dan berdasarkan pada karakteristik responden yang mengikuti *instagram* Keanu Angelo yaitu sebanyak 213 (100%) responden.
2. Berdasarkan dari hasil penelitian yang telah diperoleh dan dijabarkan pada bab IV, diketahui bahwa :
 1. H1: Kredibilitas yang dirasakan berhubungan positif dengan konsumen sikap terhadap *influencer* (Diterima).
 2. H2: Kepercayaan berhubungan positif dengan konsumen sikap terhadap *influencer*. (Diterima).
 3. H3: Kontrol perilaku yang dirasakan secara positif terkait dengan konsumen sikap terhadap *influencer*.(Diterima).
 4. H5: Persepsi keahlian berpengaruh secara signifikan dan positif terhadap sikap terhadap *influencer*. (Diterima).
 5. H7: Sikap merek berpengaruh secara signifikan dan positif terhadap niat

beli. (Diterima).

6. H8 : Sikap terhadap *influencer* berpengaruh secara signifikan dan positif terhadap niat beli.(Diterima).
7. H9 : Sikap terhadap *influencer* berpengaruh secara signifikan dan positif terhadap sikap merek. (Diterima)

5.2 Implikasi Manajerial

Hasil penelitian ini telah dilakukan, implikasi manajerial yang dapat diberikan yaitu sebagai berikut:

1. Meningkatkan niat beli konsumen pada Bittersweet by Najla dapat diusahakan melalui beberapa hal seperti mengetahui dampak yang diberikan dari *influencer* dengan meningkatkan suatu merek, meningkatkan persepsi keahlian, meningkatkan citra dan kredibilitas merek untuk membangun citra merek menjadi lebih baik dan dapat dikenal oleh orang banyak dan akhirnya akan memberikan meningkatkan pembelian dari konsumen.
2. Untuk dapat mencapai suatu tujuan yang direncanakan Bittersweet By Najla meningkatkan niat beli dengan mengindikasikan bahwa *endorse influencer* yang memiliki daya tarik dengan dapat dipercaya konsumen dan memiliki daya tarik secara nyata dan akan meningkatkan minat beli konsumen.
3. Bittersweet By Najla penting untuk memperhatikan siapa *influencer* yang tepat dan kepercayaan dalam segala macam aspek dari periklanan yang mampu meningkatkan niat beli konsumen dan Bittersweet By Najla diharapkan dapat terus mengevaluasi media sosial sebagai pemasaran guna

mempertahankan penjualan untuk kedepannya.

5.3 Keterbatasan penelitian

Penelitian yang melakukan ini memiliki beberapa keterbatasan yang mempengaruhi hasil dari penelitian ini, yaitu:

1. Lokasi yang digunakan peneliti hanya di daerah Jakarta dan Yogyakarta.
2. Penelitian hanya bisa mengambil sampel dari rentang umur yang paling banyak mengetahui rata-rata hanya 21-22 tahun sehingga hasilnya tidak bisa menggeneralisasi seluruh masyarakat Indonesia.
3. Responden penelitian diasumsikan pernah melihat *endorsement* mengenai Bittersweet By Najla di akun *Instagram* Keanu Angelo.
4. Saran untuk penelitian berikutnya butir pertanyaan harus lebih dari satu.

5.4 Saran Penelitian

Dari hasil yang telah didapatkan, penulis memberikan beberapa saran untuk peneliti yaitu:

1. Lokasi yang digunakan diharapkan dapat menyeluruh Indonesia agar dapat merata.
2. Diharapkan Bittersweet By Najla dapat merata di segala kalangan umur.
3. Pada penelitian selanjutnya diharapkan responden penelitian pernah melihat *endorsement* Bittersweet By Najla di akun *instagram* Keanu Angelo.
4. Dalam penelitian selanjutnya butir pertanyaan masing-masing variabel disarankan lebih dari satu butir pertanyaan.

DAFTAR PUSTAKA

- Afrilia, S., Yuliviona, R., Manajemen, J., Ekonomi, F., & Bisnis, D. (2020). PENGARUH PROMOSI, KEPERCAYAAN DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN (Studi:G Sport Center Di Kota Padang). In *Abstract of Undergraduate Research, Faculty of Economics, Bung Hatta University* (Vol. 17, Issue 2).
- Ajzen, I. (1998). *Attitudes, personality, and behavior*. Open University Press.
- Almohaimmed, B. M. A. (2019). The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective. *Journal of Business & Retail Management Research*, 13(04), 146–158. <https://doi.org/10.24052/jbrmr/v13is04/art-13>
- Anggelina, Japarianto, J., & Edwin. (2014). Analisis pengaruh sikap, Subjective norm dan perceived behaviorial control terhadap purchase intention pelanggan SOGO department store di Tunungan plaza Surabaya. *Jurnal Strategi Pemasaran*.
- Arikunto, S. (2002). Metodologi Penelitian Suatu Pendekatan Proposal. 2017.
- B, Walther, J., Heide, Van Der Heide, B., Hamel, L. M., & Shulman, H. C. (2009). Self-generated versus other-generated statements and impressions in computer-mediated communication: A test of warranting theory using facebook. *Coummunication Research*.
- Bughin, J., Doogan, J., & Vetvik, O. J. (2010). A new way to measure word-of-mouth marketing. *McKinsey Quarterly*, 2, 113–116.
- Calisir, F., Gumussoy, C. A., & Bayram, A. (2009). Predicting the behavioral intention to use enterprise resource planning systems: An exploratory extension of the technology acceptance model. *Management Research News*.
- Ceyhan, A. (2019). The Impact of Perception Related Social Media Marketing Applications on Consumers' Brand Loyalty and Purchase Intention. *EMAJ: Emerging Markets Journal*, 9(1), 88–100. <https://doi.org/10.5195/emaj.2019.173>
- Chaudhur, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 23–74.
- Chetioui Benlafqih, dan L. (2019). *How fashion influencers contribute to consumers' purchase intention*.
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Chin, W. W. and Gopal, A. (1995). *Adoption intention in GSS: importance of beliefs*, *Data Base for Advances in Information Systems*.
- Clow & Baack. (2018). *Socially Acceptable Trajectories With Generative Adversarial Networks*. 290.
- Coates, A. E., Hardman, C. A., Halford, J. C. G., Christiansen, P., & Boyland, E.

- J. (2019). Social media influencer marketing and children's food intake: A randomized trial. *Pediatrics*, 143(4). <https://doi.org/10.1542/peds.2018-2554>
- Cocker, H., Mardon, R., & Daunt, K. (2021). Social media influencers & transgressive celebrity endorsement in consumption community contexts. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-07-2019-0567>
- Cooper dan Schindler. (2012). *Marketing Research*. New York: The McGraw-Hill Companies.
- de Almeida, M. N. (2018). Influencer Marketing on Instagram: The Next Frontier. *NOVA Information Management School Journal*. <http://markerly.com/blog/1518-2/>
- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Harcourt Brace Jovanovich College Publishers.
- Endorgan, B. Z., Baker, M. J., & Tagg, S. (n.d.). Selecting Celebrity Endorsers: The practitioner perspective. *Journal of Advertising Research*.
- Erkan, I. dan Evans, C. (2018). *Social media or shopping sites? The influence of eWOM on consumers' intention to buy online*.
- Fandy, T., & Chandra, G. (2011). *Service, quality & satisfaction edisi 3*. Andi.
- Fishbein, M. and Ajzen, I. (2010). *Predicting and Changing Behavior: The Reasoned Action Approach*, Psychology Press, New York.
- Ganesh, P. (2015). Book Review: Kenneth E. Clow and Donald Baack (Eds), Cases in Marketing Management. *The Journal of Entrepreneurship*, 24(1). <https://doi.org/10.1177/0971355714560053>
- Ghozali, I. (2008). *Structural Equation Modeling, Edisi II*.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2009). *PLS-SEM: Indeed a silver bullet*. *Journal of Marketing theory and Practice*.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). *Indeed a silver bullet*. *Journal of Marketing theory and Practice*.
- Hair, Joe F, Jr, Sarstedt, Marko, Hopkins, . . . Volker G. (2014). *Partial Least Squares Structural Equation Modeling (PLS-SEM): An emerging tool in business research*.
- Hartono, J. (2016). *Metode Penelitian Bisnis (Edisi 6)*.
- Hayes, R.A. and Carr, C. T. (2016). *Does being social matter? Effects of enabled commenting on credibility and brand attitude in social media*", *Journal of Promotion Management*.
- Hegner, S.M., Fenko, A. and Teravest, A. (2017). *Using the theory of planned behaviour to understand brand love*", *The Journal of Product and Brand Management*, Emerald Publishing.
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion; psychological studies of opinion change*. *Ale University Press*.
- Huang, Y.C., Wu, Y.C.J., Wang, Y.C. and Boulanger, N. C. (2011). *Decision making in online auctions*", in Rausch, E. (Ed.), *Management Decision*, Emerald Group Publishing.
- Huang, YC, Wu, YCJ, Wang, YC dan Boulanger, N. (2011). *Decision making in online auction*.
- J.Metzger, M., Flanagin, A. j., & Medders, R. B. (2010). Social and Heuristic

- Approach to Credibility Evaluation Online. *Journal of Communication*.
- Jabr, W. and Zheng, Z. (Eric). (2017). "Know yourself and know your enemy: an analysis of firm recommendations and consumer reviews in a competitive environment", *MIS Quarterly, Society for Information Management and The Management Information Systems Research Center*.
- Kirkpatrick, D. (2016). *Influencer Marketing Spurs 11 times the ROI over Traditional Tactics: Study*.
- Malcolm Gladwell (Gladwell). (2005). *kemampuan berfikir tanpa berfikir*.
- Moriarty. (2011). *iklan terhadap niat beli konsumen*.
- Mumbengegwi, N. N., & Abratt, R. (2019). *The Impact of Influencer Marketing on Consumer Based Brand Equity*. June, 1–98.
- Nam, L.G. and D[^]an, H. T. (2018). *mpact of social media influencer marketing on consumer at Ho Chi Minh City*", *The International Journal of Social Sciences and Humanities Invention*,.
- Novila Milea, D. (2018). Pengaruh Social Media Marketing Dan Persepsi Kualitas Terhadap Niat Beli Surabaya Snowcake (Studi Pada Masyarakat Surabaya Timur). *Jurnal Ilmu Manajemen (JIM)*, 7(2), 446–452.
- O’Cass, A., & Frost, H. (2002). Status brands: examining the effects of non-product-related brand associations on status and conspicuous consumption. *Journal of Product & Brand Management*.
- O’Connor, D., Hou, D., Ok, Y. S., Song, Y., Sarmah, A. K., Li, X., & Tack, F. M. G. (2018). Sustainable in situ remediation of recalcitrant organic pollutants in groundwater with controlled release materials: A review. *Journal of Controlled Release*, 283(June), 200–213.
<https://doi.org/10.1016/j.jconrel.2018.06.007>
- Ohanian, R. (1991). The impact of celebrity spokesperson’s perceived image on consumers’ intention to purchase. *Journal of Advertising Research*.
- Omar, E., Ogenyi, & Omar., O. E. (2007). The Retailing of Life Insurance in Nigeria: An Assessment of Consumers’ Attitudes. *Journal of Retail Marketing Management Research*.
- Philip Kotler, G. A. (2008). *Test Item File (to Accompany) Principles of Marketing*.
- Rahmawati, S. A. (2013). Antecedent Keputusan Pembelian Online. *Journal of Management*.
- Sekaran, U., & Bougie, R. (2017). Metode Penelitian Bisnis Edisi 6 Buku 2. In *Jakarta: Salemba Empat*.
- Shimp. (2013). *Integrated marketing edisi 9*. Library of Congress Control.
- Smith, D., Menon, S. and Sivakumar, K. (2005). "Online peer and editorial recommendations, trust, and choice in virtual markets", *Journal of Interactive Marketing*.
- Sugiyono. (2015). Metode Penelitian dan Pengembangan Pendekatan Kualitatif, Kuantitatif, dan R&D. *Metode Penelitian Dan Pengembangan Pendekatan Kualitatif, Kuantitatif, Dan R&D*.
- Sugiyono. (2017). Sugiyono, Metode Penelitian. *Penelitian*.
- Susanti, Vivid, & Hadi, C. (2013). Kepercayaan Konsumen dalam Melakukan Pembelian Gadget secara Online. *Jurnal Psikologi*.

- Woods, S. (2016). *The Emergence of Influencer Marketing". Chancellor's Honors Program Projects.*
- Xu Rinka dan Pratt. (2018). *Social media influencers as endorsers to promote travel destinations: an application of self-congruence theory to the Chinese Generation Y.*
- Yamin, S. dan H. K. (2011). *Generasi Baru Mengolah Data Penelitian dengan Partial Least Square Path Modeling : Aplikasi dengan Software XLSTAT, SmartPLS, dan Visual PLS. Salemba Infotek.*
- Zietek, N. (2016). *Influencer Marketing - The Characteristics and Components of Fashion Influencer Marketing.*



Lampiran 1 KUESIONER

Hallo Teman-Teman!

Perkenalkan saya Adam Ibrahim Hidayat, Mahasiswa dari Universitas Atmajaya Yogyakarta yang sedang mengambil kuliah jurusan Manajemen. Saat ini saya sedang mengerjakan tugas akhir kuliah.

Pada era sekarang, iklan produk banyak dilakukan oleh endorsement melalui influencer. Salah satu perusahaan yang melakukan endorsement yaitu Bitter Sweet By Najla. Endorsement adalah bentuk komunikasi seorang influencer yang bertindak sebagai juru bicara dari produk tertentu. Keanu Angelo adalah salah satu influencer yang melakukan endorsement produk Bitter Sweet By Najla melalui Instagram.

Jika teman-teman ingin mengetahui sesuatu atau informasi mengenai penelitian ini, bisa langsung menghubungi peneliti melalui email/Instagram :adamibrhmh@gmail.com / @adamibrahim.h

Jawablah pertanyaan di bawah ini dengan pendapat kalian mengenai *influencer* terhadap minat beli konsumen

Jenis Kelamin :

Laki-laki

Perempuan

Usia saat ini :

berapa

Apakah anda mengikuti influencer Keanu Angelo di Instagram?:

Ya

Tidak

Harap pilih satu jawaban istilah pertanyaan atau pernyataan di bawah ini dengan skala likert mohon mengisi kuesioner tersebut sesuai dengan saudara/saudari yang sesungguhnya, keterangan sebagai berikut:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

NB : Jika ada kalimat atau kata yang kurang jelas atau susah dipahami mohon diberi *highlight*. Terimakasih.

Kredibilitas Yang Dirasakan

NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya percaya bahwa <i>influencer</i> Keanu Angelo dapat di percaya.					
2	Saya percaya bahwa Keanu Angelo memiliki kredibilitas yang baik.					
3	Saya percaya yang diiklankan oleh Keanu Angelo adalah referensi yang bagus untuk membeli produk.					
4	Produk yang diiklankan Keanu Angelo memiliki nilai guna.					

Kepercayaan

NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya mempercayai Keanu Angelo untuk melakukan keputusan pembelian.					
2	Saya percaya bahwa Keanu Angelo adalah <i>influencer</i> yang begitu jujur dalam mereview produk.					
3	Saya percaya Keanu Angelo mengonsumsi Bitter Sweet By Najla yang ia iklankan.					

Kontrol Perilaku Yang Dirasakan

NO	PERNYATAAN	STS	TS	N	S	SS
1	Selain <i>influencer</i> saya juga mengambil faktor pribadi dan objektif menjadi					

	pertimbangan membuat keputusan pembelian.					
2	Keanu Angelo memiliki reputasi yang baik.					
3	Saya akan membeli Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo.					

Norma Subjektif

NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya mempertimbangkan pendapat orang lain sebelum melakukan keputusan pembelian.					

Keahlian Yang Dirasakan

NO	PERNYATAAN	STS	TS	N	S	SS
1	Keanu Angelo adalah influencer yang ahli dalam hal endorsement produk.					
2	Keanu Angelo memiliki pengetahuan yang baik terhadap produk yang di review (Bitter Sweet By Najla).					
3	Keanu Angelo menyediakan referensi berdasarkan pengetahuan yang dimilikinya.					

Kesesuaian Yang Dirasakan

NO	PERNYATAAN	STS	TS	N	S	SS
1	Endorsement Keanu Angelo sesuai untuk saya.					
2	Saya melihat tingkat kecocokan mengkonsumsi makanan saya dengan Bitter Sweet By Najla yang diiklankan Keanu Angelo.					
3	Iklan Bitter Sweet By Najla oleh Keanu Angelo sesuai dengan kebutuhan saya.					

Sikap Terhadap *influencer*

NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya percaya bahwa Keanu Angelo adalah <i>public figure</i> /model yang bertalenta untuk produk makanan.					
2	Saya percaya bahwa Keanu Angelo hadir dengan konten yang menarik.					
3	Keanu Angelo memberikan hal baru tentang berbagai produk dan layanan.					
4	Saya menganggap Keanu Angelo sebagai sumber informasi dan penemuan yang dapat diandalkan.					

Sikap Merek

NO	PERNYATAAN	STS	TS	N	S	SS
1	Produk Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo dapat dipercaya.					

Niat Beli

NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya memiliki niat untuk membeli produk Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo.					
2	Saya merekomendasikan produk Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo.					

Lampiran 2 KUESIONER DARING

2:43
◀ WhatsApp

AA docs.google.com

**PENGARUH
INFLUENCER
KEANU ANGELO
PADA SOCIAL
MEDIA INSTAGRAM
TERHADAP NIAT
BELI PRODUK
BITTER SWEET BY
NAJLA**

Hallo Teman-Teman!

Perkenalkan saya Adam Ibrahim Hidayat,
Mahasiswa dari Universitas Atmajaya
Yogyakarta yang sedang mengambil kuliah
jurusan Manajemen. Saat ini saya sedang
mengerjakan tugas akhir kuliah.

< >   

2:43
◀ WhatsApp docs.google.com

Pada era sekarang, iklan produk banyak dilakukan oleh endorsement melalui influencer. Salah satu perusahaan yang melakukan endorsement yaitu Bitter Sweet By Najla. Endorsement adalah bentuk komunikasi seorang influencer yang bertindak sebagai juru bicara dari produk tertentu. Keanu Angelo adalah salah satu influencer yang melakukan endorsement produk Bitter Sweet By Najla melalui Instagram.

Jika teman-teman ingin mengetahui sesuatu atau informasi mengenai penelitian ini, bisa langsung menghubungi peneliti melalui email/Instagram : adamibrhmf@gmail.com / @adamibrahim.h

* Wajib

Jenis kelamin

1 2

Laki-laki Perempuan

Usia: (berupa angka)

Jawaban Anda 

2:43
◀ WhatsApp docs.google.com

Apakah anda mengikuti akun instagram Keannu Angelo *



Ya

Tidak (Anda boleh berhenti sampai sini)

Berikutnya

Jangan pernah mengirimkan sandi melalui Google Formulir.

Konten ini tidak dibuat atau didukung oleh Google.
[Laporkan Penyalahgunaan](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Google Formulir

2:43
◀ WhatsApp docs.google.com

Bagian Tanpa Judul

Jawablah pertanyaan di bawah ini dengan pendapat kalian mengenai influencer terhadap minat beli konsumen.



Harap pilih satu jawaban istilah pertanyaan atau pernyataan di bawah ini dengan skala likert mohon meng' kuesioner tersebut sesuai dengan saudara/saudari yang sesungguhnya,

2:43
◀ WhatsApp docs.google.com

Harap pilih satu jawaban istilah pertanyaan atau pernyataan di bawah ini dengan skala likert mohon mengisi kuesioner tersebut sesuai dengan saudara/saudari yang sesungguhnya, keterangan sebagai berikut.

Karakteristik Kepribadian Pengguna Media Sosial

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. N : Netral
4. S : Setuju
5. SS : Sangat Setuju

Saya percaya bahwa influencer Keanu Angelo dapat di percaya.

1 2 3 4 5

STS SS

Saya percaya bahwa Keanu Angelo memiliki kredibilitas yang baik.

1 2 3 4 5

STS SS



2:43
WhatsApp docs.google.com

Saya percaya yang diiklankan oleh Keanu Angelo adalah referensi yang bagus untuk membeli produk.

1 2 3 4 5
STS ○ ○ ○ ○ SS

Produk yang diiklankan Keanu Angelo memiliki nilai guna.

1 2 3 4 5
STS ○ ○ ○ ○ SS

Saya mempercayai Keanu Angelo untuk melakukan keputusan pembelian.

1 2 3 4 5
STS ○ ○ ○ ○ SS

Saya percaya bahwa Keanu Angelo

2:44
◀ WhatsApp docs.google.com

Saya percaya bahwa Keanu Angelo adalah influencer yang begitu jujur dalam mereview produk.

1 2 3 4 5
STS ○ ○ ○ ○ SS

Saya percaya Keanu Angelo mengonsumsi Bitter Sweet By Najla yang ia iklankan.

1 2 3 4 5
STS ○ ○ ○ ○ SS

Selain influencer saya juga mengambil faktor pribadi dan objektif menjadi pertimbangan membuat keputusan pembelian.

1 2 3 4 5
STS ○ ○ ○ ○ SS 

2:44
◀ WhatsApp
docs.google.com

Keanu Angelo memiliki reputasi yang baik.

1 2 3 4 5
STS ○ ○ ○ ○ ○ SS

Saya akan membeli Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo.

1 2 3 4 5
STS ○ ○ ○ ○ ○ SS

Saya mempertimbangkan pendapat orang lain sebelum melakukan keputusan pembelian.

1 2 3 4 5
STS ○ ○ ○ ○ ○ SS

ⓘ

✎

2:44
◀ WhatsApp docs.google.com

Keanu Angelo adalah influencer yang ahli dalam hal endorsement produk.

1 2 3 4 5

STS ○ ○ ○ ○ SS

Keanu Angelo memiliki pengetahuan yang baik terhadap produk yang di review (Bitter Sweet By Najla).

1 2 3 4 5

STS ○ ○ ○ ○ SS

Keanu Angelo menyediakan referensi berdasarkan pengetahuan yang dimilikinya.

1 2 3 4 5

STS ○ ○ ○ ○ SS

Endorsement Keanu Angelo sesuai

2:44
◀ WhatsApp docs.google.com

Endorsement Keanu Angelo sesuai untuk saya.

1 2 3 4 5

STS ○ ○ ○ ○ SS

Saya melihat tingkat kecocokan mengkonsumsi makanan saya dengan Bitter Sweet By Najla yang diiklankan Keanu Angelo.

1 2 3 4 5

STS ○ ○ ○ ○ SS

Iklan Bitter Sweet By Najla oleh Keanu Angelo sesuai dengan kebutuhan saya.

1 2 3 4 5

STS ○ ○ ○ ○ SS

! Saya percaya bahwa Keanu Angelo



2:44
◀ WhatsApp
docs.google.com

Saya menganggap Keanu Angelo sebagai sumber informasi dan penemuan yang dapat diandalkan.

1 2 3 4 5
STS ○ ○ ○ ○ ○ SS

Produk Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo dapat dipercaya.

1 2 3 4 5
STS ○ ○ ○ ○ ○ SS

Saya memiliki niat untuk membeli produk Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo.

1 2 3 4 5
STS ○ ○ ○ ○ ○ SS

⋮ 

2:44
◀ WhatsApp docs.google.com

Saya memiliki niat untuk membeli produk Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo.

1 2 3 4 5
STS ○ ○ ○ ○ ○ SS

Saya merekomendasikan produk Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo.

1 2 3 4 5
STS ○ ○ ○ ○ ○ SS

Kembali **Kirim**

Jangan pernah mengirimkan sandi melalui Google Formulir.

Konten ini tidak dibuat atau didukung oleh Google.
[Laporkan Penyalahgunaan](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Google Formulir

Lampiran 3 KUESIONER ASLI

Variabel	Kuesioner	Adaptasi	Sumber
<i>Perceived credibility</i>	1. <i>I do believe that fashion influencers I follow are convincing.</i>	Saya percaya bahwa <i>influencer</i> Keanu Angelo yang saya ikuti memang begitu meyakinkan.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
	2. <i>I do believe that fashion influencers I follow are credible.</i>	Saya percaya bahwa Keanu Angelo memang begitu kredibel.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
	3. <i>I do believe that fashion influencers advertising is a good reference for purchasing products.</i>	Saya percaya bahwa iklan Keanu Angelo adalah referensi yang bagus untuk membeli produk.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
	4. <i>I find purchasing product/service advertised by fashion influencers I follow to be worthwhile.</i>	Saya menemukan pembelian produk yang diiklankan oleh Keanu Angelo yang saya ikuti menjadi orang yang berharga.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
<i>Trust</i>	1. <i>I do believe that I can depend on fashion influencers I follow to make purchasing decision.</i>	Saya percaya bahwa saya bisa bergantung pada Keanu Angelo untuk melakukan keputusan pembelian.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
	2. <i>I do believe that fashion influencers I follow are sincere.</i>	Saya percaya bahwa Keanu Angelo adalah <i>influencer</i> yang saya ikuti memang begitu tulus.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)

	3. <i>I do believe that fashion influencers I follow use the same products they advertise.</i>	Saya percaya Keanu Angelo mengonsumsi Bitter Sweet By Najla yang ia iklankan.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
<i>Perceived behavioral control</i>	1. <i>In addition to fashion influencers I follow, I do take other personal and objective factors into consideration when making my purchasing decision.</i>	Selain <i>influencer</i> saya juga mengambil faktor pribadi dan objektif menjadi pertimbangan membuat keputusan pembelian.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
	2. <i>I wil buy a product only if the social media influencer referring to it has a good reputation.</i>	Saya akan membeli produk hanya jika media sosial <i>influencer</i> memiliki reputasi yang baik.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
<i>Subjecitve norms</i>	1. <i>I do take into consideration my surrounding's opinions before referring to fashion influencer.</i>	Saya benar-benar mempertimbangkan pendapat orang di sekitar saya sebelum mengacu pada iklan yang dipasarkan oleh Keanu Angelo.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
<i>Perceived expertise</i>	1. <i>The fashion influencers I am following are experts in their field.</i>	Keanu Angelo adalah ahli di bidangnya.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
	2. <i>The fashion influencers I am following</i>	Keanu Angelo memiliki pengetahuan yang baik.	(Youssef Chetioui, Hikma Benlafqih,

	<i>have a great knowledge.</i>		dan Hind Lebdaoui 2019)
	3. <i>The fashion influencers I am following provide references based on their expertise.</i>	Keanu Angelo menyediakan referensi berdasarkan keahlian mereka.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
Perceived congruence	1. <i>How do you perceive the compatibility between you and your preferred fashion influencers?</i>	Anda memandang kompatibilitas antara Anda dan pengaruh Keanu Angelo terhadap Anda.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
	2. <i>How do you perceive the level of match between your personality and your preferred fashion influencers?</i>	Anda melihat tingkat kecocokan mengonsumsi makanan Anda dengan Bitter Sweet By Najla yang diiklankan Keanu Angelo.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
	3. <i>How do you assess the relevance of your preferred fashion influencer's publications with regard your personal beliefs and life mode?</i>	Relevansi publikasi Bitter Sweet By Najla oleh Keanu Angelo sesuai terhadap tipe makanan anda.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
<i>Attitude toward the influencer</i>	1. <i>I do believe that fashion influencers serve as fashion models for me.</i>	Saya percaya bahwa Keanu Angelo berfungsi sebagai model pengonsumsi makanan untuk saya.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
	2. <i>I do believe that fashion</i>	Saya percaya bahwa Keanu Angelo hadir	(Youssef Chetioui,

	<i>influencer present interesting content.</i>	dengan konten yang menarik.	Hikma Benlafqih, dan Hind Lebdaoui (2019)
	3. <i>I do believe that fashion influencer provide new deas about different products and services.</i>	Saya percaya bahwa Keanu Angelo memberikan hal baru penawaran tentang berbagai produk dan layanan.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
	4. <i>I do consider fashion influencer as a reliable source of information and discovery.</i>	Saya menganggap Keanu Angelo sebagai sumber informasi dan penemuan yang dapat diandalkan.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
<i>Brand attitude</i>	1. <i>I do trust brands advertised by fashion influencers I follow.</i>	Saya memercayai merek Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
<i>Purchase intention</i>	1. <i>I most frequently have intentions to purchase products advertised by the fashion influencers I follow.</i>	Saya memiliki niat untuk membeli produk Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)
	2. <i>I generally recommend products and/or services advertised by the fashion influencers I follow.</i>	Saya merekomendasikan produk Bitter Sweet By Najla yang diiklankan oleh Keanu Angelo.	(Youssef Chetioui, Hikma Benlafqih, dan Hind Lebdaoui 2019)

Lampiran 4 DATA RESPONDEN

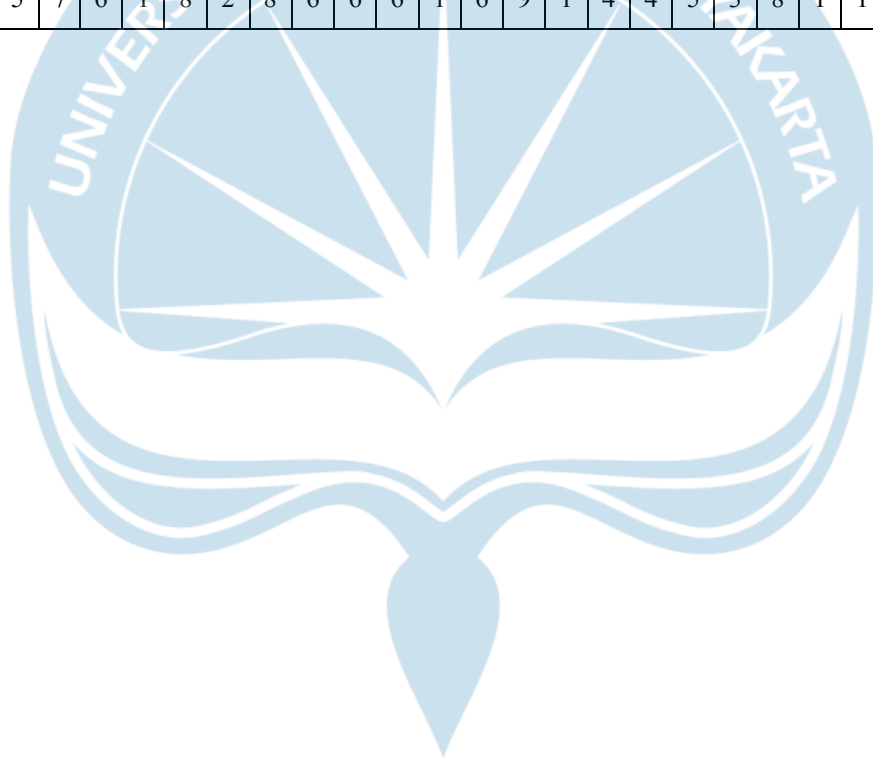
KYD1	KYD2	KYD3	KYD4	T1	T2	T3	PBC1	PBC2	PBC3	SN1	PK1	PK2	PK3	PC1	PC2	PC3	ATI1	ATIsa2	ATI3	ATI4	BA	PI1	PI2	KYD1
3	3	3	3	4	4	5	5	4	4	3	5	4	4	1	1	1	3	3	3	3	4	4	5	3
5	5	5	5	2	2	2	5	5	5	3	3	3	3	5	5	5	2	2	2	2	5	4	4	5
4	5	4	3	3	4	5	5	5	4	3	5	3	4	3	5	4	5	5	5	4	4	5	5	4
4	5	5	5	3	3	3	5	5	4	3	5	5	5	5	5	5	3	3	3	3	5	5	5	4
4	4	3	4	3	5	5	5	5	3	3	4	4	5	4	4	3	5	4	5	4	5	5	5	4
2	2	2	2	2	2	2	2	2	2	3	4	4	5	4	4	5	2	2	2	2	4	4	5	2
3	4	4	4	3	4	5	3	3	4	3	3	3	3	3	3	3	3	4	3	3	3	4	4	3
3	4	4	3	3	4	4	4	5	4	3	5	4	3	3	3	3	5	5	4	3	5	3	3	3
4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	3	2	2	2	3	4	4	4
5	5	5	4	5	4	4	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	5	4	4	4
4	3	3	4	3	4	5	4	4	5	4	4	4	4	2	2	2	4	4	4	4	5	5	4	4
4	3	4	4	2	2	2	3	3	3	4	3	3	3	3	3	4	2	2	2	2	5	2	2	4
3	4	4	3	4	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	3	3	3	3	3	4	5	3	4	3	3	3	4	4	4	4	4	4	4	4	4	4	5	4
4	4	4	4	3	3	4	5	5	4	5	2	2	2	3	5	5	2	2	2	3	5	5	5	4
2	2	2	2	2	2	2	2	3	2	2	2	2	3	2	3	2	2	2	2	3	4	2	2	2
4	4	3	3	3	3	4	5	4	4	4	3	4	3	3	4	4	4	3	3	3	4	4	4	4
3	3	3	3	2	2	2	2	2	2	5	3	3	4	3	5	4	2	2	2	2	4	5	5	3
4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	3	3	4	3	4	5	4	4	5	4	4	4	4	4	5	4	4	4	4	4	5	5	4	4
4	5	3	3	4	4	4	3	4	3	5	3	3	4	3	3	3	4	4	3	4	4	4	5	4
4	4	5	4	4	4	5	4	5	5	4	5	5	5	4	4	4	4	4	5	4	4	4	4	4
4	4	3	4	4	4	4	4	3	4	1	3	3	4	4	4	3	3	5	5	3	3	3	3	4
4	4	4	4	3	4	4	5	4	4	3	4	4	4	4	3	4	4	5	4	3	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	3	3	3	5	5	5	5
2	2	2	2	5	5	5	2	2	2	5	5	5	5	5	5	5	2	2	2	2	5	5	5	2
5	5	5	5	5	5	5	5	5	5	1	5	3	5	3	5	5	5	5	5	5	5	5	5	5
4	4	4	4	3	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	3	4	3	3	4	3	5	4	5	4	4	4	3	4	3	3	5	5	4	3	4	3	5

3	4	4	3	4	3	3	3	4	3	4	4	3	3	3	3	3	4	4	4	4	4	3	3	3	
4	4	4	3	3	3	4	4	3	3	4	4	3	3	3	3	3	4	4	4	3	3	3	3	4	
3	4	4	4	4	4	4	3	3	4	5	3	3	3	3	3	3	4	4	4	4	4	3	4	3	
5	4	4	5	4	4	5	4	4	4	1	4	4	5	5	5	4	5	5	4	4	5	4	5	5	
3	4	4	3	4	3	3	3	4	3	4	4	3	3	3	3	3	4	4	4	4	4	3	3	3	
5	5	5	5	5	4	5	4	4	5	5	5	5	5	5	5	5	5	3	4	5	5	5	5	5	
5	4	3	4	3	3	4	2	2	2	5	2	2	2	3	4	3	2	2	2	2	3	4	3	5	
4	4	4	3	4	4	4	5	4	3	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	
5	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5	4	4	5	4	3	4	5	4	5	
4	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	
4	3	4	3	4	4	5	3	3	3	5	4	4	4	4	4	3	3	3	3	3	4	4	4	4	
3	3	3	4	3	3	4	4	3	5	3	4	4	3	3	4	4	4	4	3	3	3	3	3	3	
4	4	4	4	4	3	4	4	4	4	4	4	4	3	3	4	4	3	4	4	3	3	3	4	5	4
4	4	5	4	3	3	4	3	4	3	5	4	3	4	3	3	4	4	4	5	3	3	3	3	4	
4	3	4	5	4	4	4	4	3	4	4	5	4	4	1	1	1	5	4	5	4	4	4	5	4	
3	3	3	3	4	3	4	5	3	3	5	3	3	3	4	3	4	3	4	3	3	3	3	3	3	
4	4	4	4	3	3	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	
3	4	4	3	3	4	4	4	4	3	4	5	4	4	3	4	3	4	4	4	4	3	3	3	3	
2	2	2	3	2	2	2	2	3	2	2	2	3	2	2	2	2	2	2	3	2	2	3	3	2	
4	4	3	3	4	3	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	
3	3	3	3	4	3	3	2	2	2	2	2	2	2	3	3	3	2	2	2	2	5	5	5	3	
4	4	4	4	3	3	4	5	4	4	5	3	4	4	4	4	3	4	4	3	3	3	4	4	4	
4	4	5	4	3	4	3	3	4	4	3	3	4	4	3	3	4	4	5	4	3	3	3	4	4	
4	4	4	3	4	4	4	5	4	3	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	
4	4	3	3	3	3	4	4	4	3	4	4	4	4	3	3	3	3	4	3	4	3	3	3	4	
3	4	4	4	4	4	4	3	3	4	5	3	3	3	3	3	3	3	4	4	4	4	3	4	3	
5	5	5	4	5	4	4	2	2	2	2	2	2	2	4	5	5	2	2	2	2	3	3	3	5	
5	5	5	4	4	5	5	3	3	3	5	4	3	4	4	4	4	4	5	3	4	4	4	4	5	
4	4	3	3	4	3	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	
5	4	4	5	5	5	5	5	5	5	5	3	5	5	4	4	5	5	4	4	4	4	5	4	5	
5	4	5	5	5	4	4	5	5	3	5	5	5	5	5	4	5	4	4	5	5	5	4	3	5	
5	5	4	4	5	4	4	4	4	4	4	4	4	4	5	5	4	4	5	5	5	5	4	4	5	
4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	
3	3	3	4	5	3	3	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	
5	4	5	5	5	5	5	4	4	3	4	4	4	4	4	3	3	3	4	4	3	4	3	3	5	
5	5	5	5	4	4	5	5	5	5	4	5	4	4	3	5	4	5	5	4	5	5	5	5	5	

4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	4	4	4	4	4	4	4
4	4	5	4	4	5	3	3	4	4	4	4	4	4	3	4	3	4	3	3	3	5	5	5	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	4	3	4	4	5	5	4	3	5	4	4	4	3	4	3	4	5	5	5	4	5	4	5
5	5	3	3	3	4	5	4	4	4	4	4	3	4	3	3	4	3	3	3	4	3	3	3	5
3	4	4	3	5	3	4	4	5	4	4	5	3	3	5	3	5	4	3	3	4	3	5	3	3
5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	5	5	4	5	4	5	5	5	5	5	4	4	5	5	5	5	4	5	5	5	4	4
4	5	5	4	5	5	4	5	4	4	5	5	5	5	4	4	5	5	5	5	4	5	4	5	4
3	5	3	3	4	4	4	5	5	3	5	4	4	4	3	4	4	5	5	5	5	4	5	3	3
5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5
5	5	5	5	5	4	5	4	3	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	5
5	5	5	5	5	5	5	5	5	5	5	2	1	1	5	5	5	5	5	5	5	5	5	5	5
4	4	4	3	3	4	5	4	5	3	4	5	4	3	3	3	3	5	5	5	4	4	4	4	4
4	4	3	4	3	3	5	5	4	3	3	5	4	3	3	4	4	4	4	5	4	4	3	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	4	5	4	5	4	3	3	3	4	5	4	5	4	5	4	5	4	5	4	4	4	4	4
5	5	5	5	5	5	5	5	4	5	4	4	4	4	4	4	4	5	5	5	4	4	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	3	4	4	4	4	4	4	4
3	3	3	3	3	4	4	3	3	5	4	4	3	3	3	3	3	4	4	4	4	4	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	4	3	4	4	3	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	4	4	4	3	4	4	3	4	3	4	4	4	4	4	4	4	5	4	4	4	4	4	3	3
4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
4	3	3	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4
3	4	4	4	4	3	3	4	4	3	4	3	4	3	4	4	3	3	4	4	4	4	3	3	3
3	4	3	4	4	3	4	5	4	4	5	4	3	4	4	4	4	3	4	4	3	4	4	3	3
4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	5	4	4	4	4	4
4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	3	5	5	3	4	4	4	4	1	2	1	5	4	5	5	3	5	5	4	3	3	5
3	3	3	4	3	3	4	3	4	3	4	3	4	4	4	4	3	3	4	4	3	4	3	4	3

5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	3	4	3	3	4	4	3	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	5	5	5	5	5	4	4	5	5	5	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5
4	5	4	4	3	3	3	4	3	5	3	3	4	3	4	5	5	4	5	4	4	5	4	4	5	4	5	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4
4	4	5	3	5	4	4	5	4	3	5	5	4	4	4	4	4	4	4	3	4	4	3	3	4	3	3	4	4
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	5	4	5	4	5	4	5	4
5	5	5	5	4	4	5	4	4	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	4	5	4	4	5	4	5	4	4	4	5	5	5	5	4	5	5	4	5	5	4	5	5	5
4	4	3	3	3	4	3	4	4	4	4	4	4	3	4	3	3	4	3	4	4	3	3	4	4	4	4	4	4
4	4	4	3	3	3	5	5	3	3	5	3	3	4	3	4	3	3	4	3	4	3	3	4	3	3	3	4	4
4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	4	4	4	4	4
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	4	4	4	4	4	4	4
3	4	4	3	4	3	4	5	4	4	4	3	3	3	4	4	4	4	4	5	4	3	3	4	3	3	4	3	3
5	4	5	5	4	5	4	5	5	5	4	5	5	4	5	5	4	4	5	4	4	4	4	4	5	5	5	5	5
5	4	5	4	5	5	4	4	5	4	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	4	5	4	5
4	5	5	5	4	5	5	5	4	5	5	3	3	3	5	5	5	3	3	3	3	5	5	4	4	4	4	4	4
4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	4	4	4
5	5	4	5	5	4	4	5	5	5	5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	4	5	5
5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	4	5	5	5
5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	4	4	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	4	4	4	4	3	3	4	4	3	3	4	4	3	3	4	3	4	3	4	3	4	3	4	4	4	4	4	3
4	3	4	4	4	4	4	5	3	4	5	3	4	3	4	3	3	3	3	4	4	3	3	4	4	3	3	4	4
4	4	3	4	3	3	4	5	4	3	5	4	3	4	4	3	3	4	4	4	4	4	4	4	4	3	3	3	4
4	4	3	4	4	3	4	4	4	4	3	3	4	4	3	3	4	4	4	3	4	4	4	3	4	4	3	3	4
4	5	4	3	3	3	3	4	5	3	5	4	4	4	3	3	3	4	5	4	3	4	4	4	4	4	4	4	4
3	4	3	4	3	3	5	5	4	3	4	3	3	3	3	3	3	3	3	3	5	5	3	3	3	3	3	3	3

3	4	3	3	3	4	4	5	4	3	4	3	3	4	3	4	3	4	3	3	3	3	3	4	3
3	4	3	4	3	3	5	3	3	3	4	3	3	3	3	3	3	3	5	5	3	3	3	3	3
4	4		4	3	3	4	4	4	3	4	4	3	4	3	4	3	3	4	4	3	4	4	4	4
,	,	4	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,
0	1	,	0	9	8	1	1	0	9	1	0	9	0	8	0	8	9	1	0	8	1	1	0	0
4	6	0	6	4	9	7	6	4	8	2	9	1	5	8	0	7	6	3	2	8	5	0	7	4
2	4	6	1	8	2	3	9	6	1	6	3	5	1	2	4	3	7	6	3	2	9	3	9	2
2	3	5	0	3	0	7	0	9	2	7	8	4	6	6	6	2	1	1	4	6	6	2	8	2
5	1	7	3	5	1	0	1	4	2	6	9	9	4	2	9	3	3	5	7	2	2	8	1	5
3	9	2	2	6	8	8	4	8	0	0	6	2	3	9	4	9	6	0	4	9	4	6	2	3
5	2	7	8	8	7	9	0	3	6	5	7	9	1	1	8	4	1	2	1	1	4	3	2	5
2	5	7	6	1	8	2	8	6	6	6	1	6	9	1	4	4	5	3	8	1	1	8	1	2



Lampiran 5 JURNAL ACUAN

How fashion influencers contribute to consumers' purchase intention

Influencers and consumers' purchase intention

Youssef Chetioui, Hikma Benlafqih and Hind Lebdaoui
School of Business Administration, Al Akhawayn University in Ifrane, Ifrane, Morocco

Abstract

Purpose – This study examines the impact of attitudes toward fashion influencers (FIs) on brand attitude and consumer purchase intention. It also aims to identify factors affecting consumers' attitudes toward FIs.

Design/methodology/approach – To achieve this goal, the authors propose a conceptual model that combines the theory of planned behavior (TPB) and theoretical outcomes of prior literature related to influencer marketing. Based on data collected from 610 Moroccan respondents, the authors empirically test the conceptual model using a partial least squares (PLS) estimation.

Findings – This study illustrates that attitudes toward FIs positively impact brand attitude and consumer purchase intention. The authors also demonstrate that perceived credibility, trust, perceived behavioral control, perceived subjective norms, perceived expertise and perceived congruence positively impact attitudes toward FIs.

Practical implications – The study findings help marketers and advertisers in the fashion industry to understand how influencer marketing contributes to consumer purchase intention. They also allow marketers to understand factors explaining attitudes toward FIs and therefore better select influencers capable of creating purchase intentions among existing and potential customers.

Originality/value – The present paper bridges a gap pertaining to antecedents and factors that impact attitudes toward FIs and consumer purchase intention. To the authors' knowledge, this study is the first of its kind to investigate the impact of attitudes toward influencers on both brand attitude and purchase intention in the fashion industry.

Keywords Fashion influencers, Attitudes toward the influencer, Brand attitude, Influencer marketing, Purchase intention, Social media

Paper type Research paper

Received 1 August 2019
 Revised 26 November 2019
 Accepted 26 November 2019

1. Introduction

As a channel offering unlimited access to a huge amount of information from all over the world, social media became part of its users' daily routine (Pentina *et al.*, 2018). The growing numbers of social media users shaped marketing trends and strategies, and marketers started perceiving social media platforms as key channels to communicate and interact with consumers (Dinahi *et al.*, 2017). Businesses are encouraged to take advantage of the four

orientation in many industries. Fashion is one of the industries in which influencer marketing has been widely considered in recent years.

With the progressively increasing demands in the fashion industry, shoppers are becoming more fashion-sensitive and purchasing behaviors are highly influenced by fashion trends (Lang and Armstrong, 2018). Such trends are most commonly led by fashion influencers (FIs) or leaders (Park and Kim, 2016). FIs are personalities with large number of followers on social media who generate fashion content and have the power to persuade followers' opinion and purchase behavior. They are considered as new players in the fashion industry as they attract consumers with strong interest in stylish fashion items (Park and



Journal of Fashion Marketing and
Management: An International
Journal
© Emerald Publishing Limited
1361-2026
DOI 10.1108/JFMM-08-2019-0157

JFMM

Kim, 2016). Though, so far, there is a lack of literature tackling the relationships between fashion leadership and consumer's purchase intention (Lang and Armstrong, 2018).

This study aims to bridge this gap in literature by examining factors affecting attitudes toward FIs and their impact on brand attitude and purchase intention. De Veirman *et al.* (2017) suggest that a key struggle for marketers is to identify influencers that will better suit their advertising campaign; such influencers should possess powerful convincing skills in order to persuade followers. Different assessment indicators have been used to evaluate influencers in prior literature, namely number of followers, number of likes, number of comments, credibility, expertise, congruence to the brand or to potential customers (Choi and Rifon, 2012; Freberg *et al.*, 2011; Jabr and Zheng, 2017; Lee and Koo, 2012). Nevertheless, research about influencers and purchase intention in the fashion industry, mainly in emerging countries, is still limited. The motive of this study is a twofold. First, we aim to identify the main factors affecting consumers' attitudes toward influencers. Then, we examine the impact of attitudes toward FIs on brand attitude and purchase intention. To do so, we developed a model that combines Aizen's (1991) theory of planned behavior (TPB) with

other theoretical outcomes revealed in prior literature. We came out with the following research questions (RQs):

- RQ1.* What are the key factors that influence consumers' attitudes toward fashion influencers?
- RQ2.* Do consumers' attitudes toward fashion influencers impact brand attitude?
- RQ3.* Do attitudes toward fashion influencers impact consumers' purchase intention?
- RQ4.* Does brand attitude impact fashion consumers' purchase intention?

This research has two main practical contributions. Firstly, it will be a guideline for marketers and advertisers in the fashion industry to understand the factors to be considered in selecting suitable influencers. Secondly, it provides valuable insights on how influencer marketing contributes to consumer purchase intention, namely in the fashion industry where empirical research is relatively scarce. This article is organized as follows: [Section 2](#) covers the theoretical background, that is, the concept of influencer marketing and purchase intention, and theoretical foundation; [Section 3](#) describes the conceptual model. Then [Section 4](#) consists of the methods used in the research. Data analysis and discussion are present in [Sections 5](#) and [6](#), respectively. [Section 7](#) concludes this paper.

2. Theoretical background

2.1 The concept of influencer marketing

The emergence and growing popularity of social media led to the advent of new marketing approaches, namely influencer marketing (Li *et al.*, 2012). Consumers have always valued others' opinions, yet the upward use of social media platforms has empowered ordinary clients to share their opinions and experiences with their peers. Influencer marketing is different from traditional word-of-mouth marketing as it allows marketers to gain more control and insights over marketing outcomes. Marketers can have access to the number of views, likes, comments, influencers' posts and feedbacks related to their products and services (De Veirman *et al.*, 2017). In their latest report, TapInfluence (2019) stresses that influencer marketing can create 11 times more return on investment compared to other traditional advertising channels. In the context of fashion industries, fashion consumers, mainly generations Y and Z, may well be more impacted by influencers as they tend to consider them as assistants and even friends (Pate and Adams, 2013). This can be corroborated by the common belief within younger generations that even individuals like themselves can be fashion leaders (Palfrey and Gasser, 2013).

3. Conceptual framework: model and hypothesis

3.1 The conceptual model

The proposed conceptual model, as illustrated in Figure 1, is largely based on the TPB (Ajzen, 1991); other relevant constructs were sourced from prior literature (Choi and Rifon, 2012; Goldsmith *et al.*, 2000; Jabr and Zheng, 2017; Lee and Koo, 2012; Martins *et al.*, 2017). The aim of this research is to determine the factors affecting consumers' attitudes toward FIs. It subsequently examines how the latter stimulates consumers' attitudes toward brands and purchase intention.

Based on Ajzen's (2011) TPB, perceived behavioral control, subjective norms and attitude have been put forward. We added influencers' perceived credibility, trust, perceived expertise

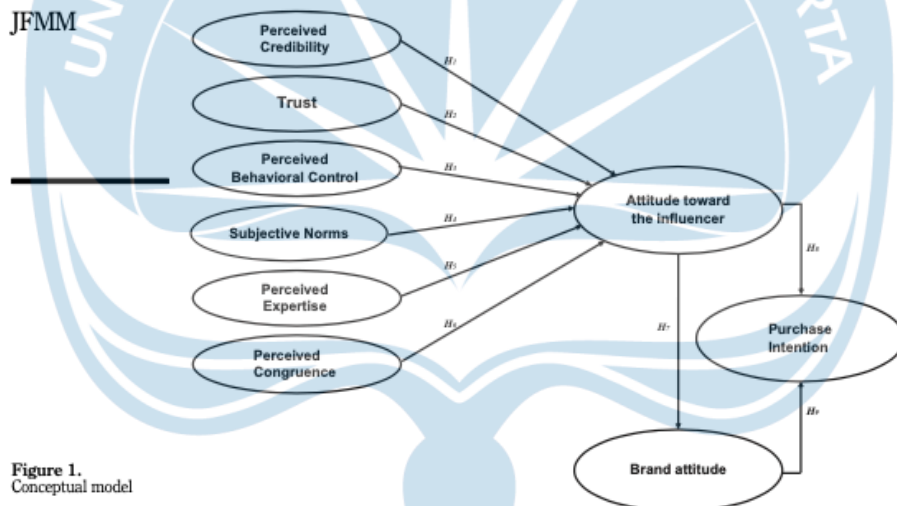


Figure 1. Conceptual model

and perceived congruence as suggested by [Martins et al. \(2017\)](#); [Goldsmith et al. \(2000\)](#); and [Choi and Rifon \(2012\)](#). Customers' attitude toward influencers has been shown to be directly impacted by the influencers' perceived credibility, trust, expertise and congruence ([Bergkvist et al., 2016](#)), while purchase intention has been proved to be influenced by customer's attitude, as suggested by the TPB. All constructs are further discussed in the succeeding sections.

3.2 Hypotheses

Previous studies suggest that perceived credibility is one of the most important keys when people select/follow influencers ([Nam and Dân, 2018](#)). [Lagner and Eisend \(2011\)](#) confirm that, though attractiveness might lead to immediate effectiveness, a celebrity's perceived credibility would have a much longer effect on the consumer's behavior toward a brand. Recommendations and E-WOM build upon trustworthiness and credibility, then influencers have to be perceived as credible in order to persuade their followers ([Kim et al., 2018](#)). Consequently, an FI who is perceived as credible is more likely to influence the follower's attitude and purchasing intention. Hence:

H1. Perceived credibility is positively associated with the consumers' attitude toward the influencer.

Perceived credibility outlines whether a person recognizes a claim as true, honest and unbiased ([Hass, 1981](#)). Trust relies on how a person behaves to accomplish an uncertain objective ([Giffin, 1967](#)). In our research context, trust is defined as the degree to which customers trust influencers, both in what they say and in what they do. Creating trust with customers is crucial for a successful marketing in the current digital world ([Jabr and Zheng, 2017](#)). Past research reveals a positive relationship between trust and attitude ([Macintosh and Lockshin, 1997](#); [Ohanian, 1990](#); [Suh and Han, 2002](#)). In an online marketing context, a

consumer trusting an influencer is more likely to trust the influencer's recommendations, and both his attitude toward the product and buying behavior can change consequently ([Hsu et al., 2013](#)). Accordingly, an FI who is recognized as a highly trustworthy person has more chances to impact the follower's attitudes, choices and purchasing intention. Accordingly:

H2. Trust is positively associated with the consumers' attitude toward the influencer.

Influencers and
consumers'
purchase
intention

Perceived behavioral control has been introduced as a key component of the TPB. It indicates "people's perception of the degree to which they are capable of, or have control over, performing a given behavior" (Fishbein and Ajzen, 2010). Prior literature defined perceived behavioral control as conceptually the same as self-efficacy, which is "a judgment of one's ability to organize and execute given types of performances" (Bandura, 1997). Al-Debei *et al.* (2013) demonstrate that customers are more likely to perform a specific behavior if they have control over it. As of the TPB, perceived behavioral control has a direct positive impact on both attitude and intention. Building on the aforementioned, we developed the following hypothesis:

H3. Perceived behavioral control is positively associated with the consumers' attitude toward the influencer.

Subjective norms are defined as the social pressure that individuals face when behaving in a certain way (Rhodes and Courneya, 2003). That is, they are more likely to behave in a certain way as they face pressure from surroundings or other people they know. Hegner, Fenko and Teravest (2017) define subjective norms as the desire to act in a way that pleases others and is then internally controlled. It is mainly about a person's perception of others' opinions, namely friends and relatives, about whether he or she should engage in the behavior. According to the TPB, intention is a function of attitudes toward the behavior, subjective norms and perceived behavioral control (Ajzen, 2011). Subjective norms are expected to be positively related to attitudes toward FIs. Consequently:

H4. Perceived subjective norms are positively associated with the consumers' attitude toward the influencer.

Perceived expertise is another key contributing factor to consumers' attitudes toward influencers and to purchase intention. Consumers are more likely to take content and recommendations conveyed by influencers perceived as experts in their field (Yaday *et al.*, 2013). An expert is generally perceived as highly qualified and therefore more likely to make assessments that are accurate and valid. Many studies reveal that expert influencers can significantly impact consumers' attitudes toward a particular brand (Hayes And Carr, 2015; Bergkvist *et al.*, 2016). An influencer's perceived expertise increases the level of trust among customers and consequently influences their attitudes toward the influencer and their purchase intention (Smith *et al.*, 2005). Then:

H5. Perceived influencer's expertise is positively associated with the consumers' attitude toward the influencer.

Garretson and Niedrich (2004) define congruence as the extent to which motivations are corresponding to each other. Motivations' congruence can facilitate creating impressions and has emotional impact on consumers' responses (Hosany and Martin, 2012). Comparable effects could be predictable in the context of influencer marketing. Strengthening the congruence of influencers to potential customers could lead to higher purchase intention and better attitudes toward the influencer. Xu (Rinka) and Pratt (2018) reveal that consumers tend to follow influencers as they have shared personality traits, matching lifestyle or similar preferences. Higher degree of congruence between influencers and potential customers reflects positive attitudes toward influencers and results in an increased purchase intentions (Choi and Rifon, 2012). Thus:

H6. Consumer's perceived congruence with the influencer is positively associated with the consumers' attitude toward the influencer.

Attitude refers to the extent to which an individual approves or not a behavior before achieving it (Al-Debei *et al.*, 2013). It reflects people's favorable or unfavorable evaluations of engaging in a particular behavior. That is, individuals are more likely to embrace a behavior for which their attitudes were favorable (Armitage and Conner, 2001). Prior literature reveals a positive association between attitude toward celebrities and attitude toward the brand (Amos *et al.*, 2008; Silvera and Austad, 2004). Reed *et al.* (2012) suggest that consumers use brands to transfer their identity to others, and likewise, they evaluate others based on their consumption behavior. The images conveyed by brands are therefore of high importance. Hence:

H7. Consumers' attitude toward the influencer is positively associated with the consumers' brand attitude.

Earlier literature suggests that consumers' attitudes toward brands have a significant impact on purchase intentions (Mackenzie and Spreng, 1992). The elaboration likelihood model (ELM), developed by Petty and Cacioppo (1986), introduces brand purchase intention as a direct function of attitudes toward the brand. Subsequent research related to advertising effectiveness confirms the brand attitude as a predictor of purchase intention (MacKenzie *et al.*, 2006). Accordingly, the TPB suggests that an individual's behavioral intention is influenced by his or her attitude toward the behavior. A positive attitude toward a brand results not only in continuous preference toward those brands but also in a positive impact on purchase intention (Huang *et al.*, 2011). Thus:

H8. Consumers' brand attitude is positively associated with the consumers' purchase intention.

Cooke and Sheeran (2004) stress that the relationship between consumer attitudes and intentions is usually more consistent when consumers are highly involved. Using well-liked influencers results in positive attitudes toward the brand and therefore to higher purchase intention. Further research conceives attitude toward the influencer as a direct predictor to purchase intention (Bergkvist *et al.*, 2016). In the same line, the TPB considers purchase intention as a direct outcome of attitude (Ajzen, 2011). Hence:

H9. Consumers' attitude toward the influencer is positively associated with the consumers' purchase intention.

4. Methods

4.1 Measurement

All constructs were adopted, with some modifications, from prior literature (see Appendix). All the questionnaire scales and items were presented in French, as it is widely used among Moroccans (Benzakour, 2007). We also adopted the back-translation method (Brislin, 1986) to translate the items from English to French.

To measure the different variables of the research, respondents were asked to evaluate each proposed statement using a five-point scale ranging from 1 (strongly disagree) to 5 (strongly agree). All constructs and related items are included in the Appendix. Demographic questions relating to age, gender, education, income and job were included at the end of the questionnaire.

4.2 Sample and data collection

As of January 2019, official statistics from [NapoleonCat \(2019\)](#) convey that the number of Facebook users in Morocco exceeds 17,440,000 (47.6%) while Instagram users were estimated to 4,425,000 (12.1% of the Moroccan population). These increasing numbers of social media users stimulated the selection of a sample of Moroccan customers, as a proxy for developing countries, in order to test the proposed model. In February 2019, the questionnaire was pretested through 12 individuals with different backgrounds and language skills to make sure that the questions were clear and effective. Respondents of the pilot test were asked to provide feedback and suggestions when instructions or questions were not clear. The data collected from the pilot study was not included in the analysis.

For the practicality of this study, we adopted a nonprobability sampling method, combining self-selecting and snowball sampling. The questionnaire was issued on Facebook as a voluntary selection method where individuals express their desire to take part of the study ([Saunders et al., 2012](#)). It was also shared through email where contacts were asked to complete the questionnaire and share it with other parties. This online administration of the questionnaire was considered appropriate in this study since the target comprises generations Y and Z, recognized as digital natives ([Magno, 2017](#)).

Our sample comprised Moroccans with knowledge about FIs, the reason why a filtering question was placed at the beginning of the questionnaire to exclude respondents with no familiarity with FIs. Throughout a four months' period (February through May 2019), a total of 723 respondents successfully completed the questionnaire. About 610 valid responses were maintained (84.37%), while 113 responses were rejected for the lack of knowledge about FIs, age constraints (only Y and Z generations were targeted) or for missing answers. The valid responses were analyzed to assess reliability, validity and appropriateness for hypotheses testing. The final sample comprised 249 (41%) male respondents and 361 (59%) female. About 517 (84.75%) respondents are aged under 30 years old, 93 (15.25%) respondents aged between 31 and 40 years old ([Table 1](#)).

5. Results

Structured equation modeling (SEM), based on a confirmatory factor analysis, has been carried out to test causal relationships and assess the measurement model. SEM is an advanced statistical technique using a combination of statistical data and qualitative causal assumptions ([Henseler et al., 2009](#)).

The proposed conceptual model of this research is considered to be complex, so we opted for the use of partial least squares (PLS) as the most appropriate method for similar models. The next subsection examines the measurement model in order to assess indicator reliability, construct reliability, convergent validity and discriminant validity. Then, the subsequent subsection tests the structural model using SmartPLS 3.0 Software.

5.1 Measurement model

As illustrated in [Table 2](#), we tested for indicator reliability. Our results suggest that all items have loadings above 0.7 approving that the indicator reliability is accomplished ([Hair et al., 2010](#)). To examine the construct's reliability, we used composite reliability (CR); results in [Table 2](#) show that all constructs have $CR > 0.7$, confirming that the construct reliability was achieved ([Hair et al., 2010](#)).

Next, the convergent validity was assessed using the average variance extracted (AVE);

Next, the convergent validity was assessed using the average variance extracted (AVE); for all the constructs, the AVE is above 0.5, guaranteeing the achievement of convergent validity for our measurement model (see [Hair et al., 2010](#) and [Henseler et al., 2009](#)).

The discriminant validity was tested using two criteria. First, we used the [Fornell and Larcker \(1981\)](#), which stresses that the root square of AVE for each latent variable should be

JFMM

Measure	Item	N	Percentage (%)	Measure	Item	N	Percentage (%)
Gender	Male	249	40.82	Job	Employee	190	31.15
	Female	361	59.18		Looking for a job	10	1.64
Age	18-25	371	60.82	Manager	22	3.61	
	26-30	146	23.93	Self-employed	37	6.07	
	31-40	93	15.25	Student	351	57.54	
City of origin	Casablanca	190	31.15	Income	Less than 1,000 MAD	130	21.31
	Rabat	187	30.66		1,001-2,500 MAD	109	17.87
	Fez	51	8.36		2,501-5,000 MAD	99	16.23
	Meknes	31	5.08		5,001-10,000 MAD	109	17.87
	Tangier	19	3.11		10,001-15,000 MAD	78	12.79
	Marrakech	18	2.95		More than 15,000 MAD	70	11.48
	Other	114	18.69		N/A	15	2.46
Education	High school	34	5.57	Fashion influencer familiarity	Yes	610	100.00
	Undergraduate	279	45.74		No	0	0.00
	Mater	234	38.36	Fashion influencer fellowship	Yes	502	82.30
	Doctorate	13	2.13		No	108	17.70
	Other	50	8.20				

Table 1.
Survey respondent profile (*n* = 610)

greater than the correlation with any other latent variable. As can be seen in Table 3, this is achieved for all latent variables. The second criterion used is the indicators' cross-loadings, Chin (1998) conveys that the loading of each indicator has to be greater than all of its cross-loadings to be valid. As shown in Table 4, this was analyzed and all constructs have loadings with higher values than their cross-loadings (Hair et al., 2010). The assessment of the construct reliability, convergent validity and indicator reliability provides satisfactory results, confirming that the constructs can be used to test the proposed conceptual model.

5.2 Structural model

As the measurement model was proved to be valid, it is possible to test the structural model. This article used a bootstrapping of 500 resamples to estimate the statistical significance of path coefficients (Hair et al., 2010). Chin (1998) reveals that the key criterion for assessing the structural model is the coefficient of determination (R-square) of the endogenous latent variables. The latter has to be higher than 0.33 for a model to be moderately specified. R-square of the model's exogenous latent variables is shown in Figure 2.

As demonstrated in Table 5, results show that 60.1% of the variation in the attitude toward the influencer can be explained by the exogenous variables illustrated in the conceptual model. Hypotheses H1 of perceived credibility ($\beta = 0.265; p < 0.01$), H2 of trust ($\beta = 0.183; p < 0.01$), H3 of perceived behavioral control ($\beta = 0.143; p < 0.01$), H4 of

Constructs	Items	Loadings	AVE	CR	Constructs	Items	Loadings	AVE	CR
Brand attitude toward the influencer	ATTBR1	1.000	1.000	1.000	Perceived expertise	EXP1	0.88	0.803	0.925
	ATTIN1	0.747	0.586	0.849		EXP2	0.908		
	ATTIN2	0.843				EXP3	0.901		
	ATTIN3	0.714			Perceived behavioral control	PBC 1	0.731	0.625	0.768
	ATTIN4	0.753				PBC 2	0.846		
Perceived congruence	CONG1	0.889	0.8	0.923	Subjective norms	SUBN	1.000	1.000	1.000
	CONG2	0.927	0.866	0.927	Purchase intention	PIN1	0.919	0.864	0.927
	CONG3	0.866				PIN2	0.94		
	CONG4	0.819			0.676	0.894	PIN3	0.890	0.870

Influencers and consumers' purchase intention

Table 2.

		Brand attitude	Attitude toward the influencer	Perceived congruence	Perceived credibility	Perceived expertise	Perceived behavioral control	Subjective norms	Purchase intention	Trust	purchase intention
Brand attitude	ATTBR1	1.000	1.000	1.000		Perceived expertise	EXP1	0.88	0.803	0.925	
Attitude toward the influencer	ATTIN1	0.747	0.586	0.849			EXP2	0.908			
	ATTIN2	0.843					EXP3	0.901			
	ATTIN3	0.714				Perceived behavioral control	PBC 1	0.731	0.625	0.768	
	ATTIN4	0.753					PBC 2	0.846			
Perceived congruence	CONG1	0.889	0.8	0.923		Subjective norms	SUBN	1.000	1.000	1.000	
	CONG2	0.927				Purchase intention	PIN1	0.919	0.864	0.927	
	CONG3	0.866					PIN2	0.94			
Perceived credibility	CRED1	0.813	0.656	0.884		Trust	TR1	0.839	0.678	0.863	
	CRED2	0.797					TR2	0.843			
	CRED3	0.788					TR3	0.788			
	CRED4	0.839									

Table 2.
Factor loadings,
composite reliabilities
and average variance
extracted ($n = 610$)

subjective norms ($\hat{\beta} = 0.091$; $p < 0.01$), H5 of perceived expertise ($\hat{\beta} = 0.248$; $p < 0.01$) and H6 of perceived congruence ($\hat{\beta} = 0.145$; $p < 0.01$) are all statistically significant and explain the variation of attitude toward the influencer.

The conceptual model explains 41.3% of the variation in the attitude toward the brand (moderate). Hypothesis H7 of attitude toward the influencer ($\hat{\beta} = 0.642$; $p < 0.01$) is also statistically significant and explains the variation in the attitude toward the brand (Table 5).

Finally, the research model explains 40.6% of variation in purchase intention (moderate). Hypotheses H8 of attitude toward the influencer ($\hat{\beta} = 0.288$; $p < 0.01$) and H9 of attitude toward the brand ($\hat{\beta} = 0.412$; $p < 0.01$) are statistically significant and therefore justify the variation in the purchase intention (Table 5). In summary, a total of nine hypotheses in the model have been strongly supported, which confirms that the conceptual model, proposed in the present paper, can explain the impact of influencers on customers' purchase intention in the fashion industry.

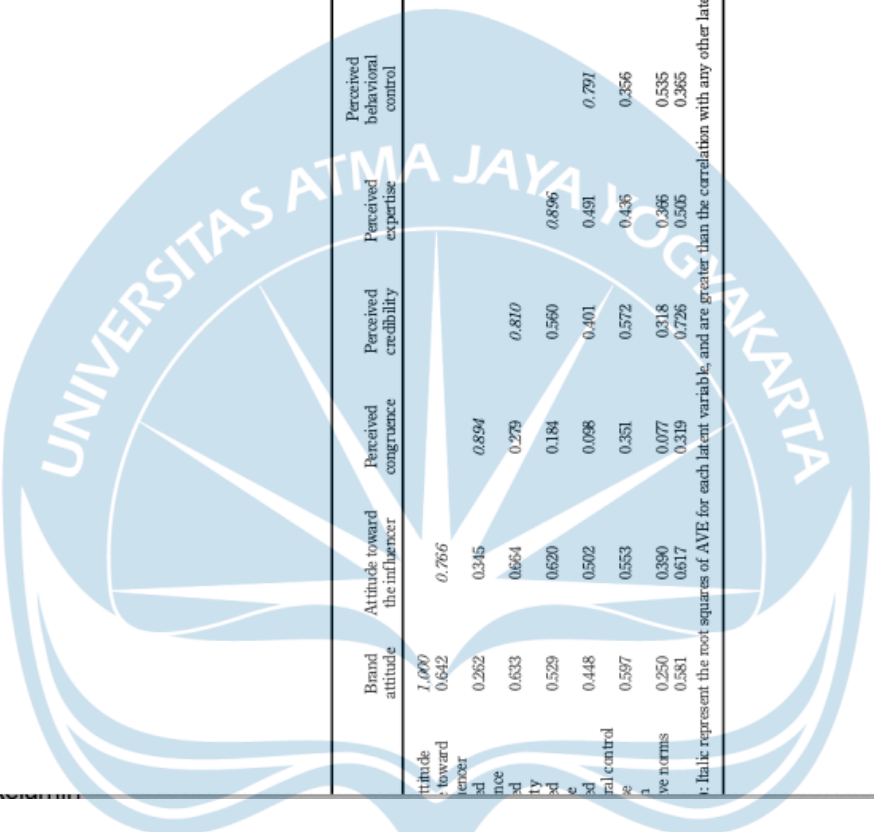
To test for predictive relevance, the Q -square or cross-validated redundancy (CV-Red) was calculated for the three endogenous latent variables of our research model. According to Fornell and Cha (1994), a CV-Red value greater than 0 implies that there is predictive relevance. As illustrated in Table 6, the CV-Red values of attitude toward the influencer, brand attitude and purchase intention are respectively 0.326, 0.403 and 0.333. All Q -square values are greater than zero, which supports the claim that this study model has adequate ability to predict.

Finally, the goodness of fit (GoF) test indicates whether the model is large enough to be considered as having sufficient global PLS model validity (Wetzels *et al.*, 2009). Our model's calculated GoF value (0.607) exceeds the cutoff value of 0.36 and allows us to conclude that our study has a sufficient global PLS model validity (GoF calculations are available from the authors upon request).

6. Discussion

6.1 Theoretical implications

This research has three theoretical implications. First, consumers' attitudes toward FIs are positively influenced by perceived credibility, trust, perceived behavioral control, subjective norms, perceived expertise and perceived congruence, which is consistent with previous



	Brand attitude	Attitude toward the influencer	Perceived congruence	Perceived credibility	Perceived expertise	Perceived behavioral control	Purchase intention	Subjective norms	Trust
Attitude toward influencer	1.000								
Perceived congruence	0.642	0.766							
Perceived credibility	0.262	0.345	0.854						
Perceived expertise	0.633	0.664	0.279	0.810					
Perceived behavioral control	0.529	0.620	0.184	0.560	0.896				
Purchase intention	0.448	0.502	0.098	0.401	0.491	0.791			
Subjective norms	0.597	0.553	0.351	0.572	0.436	0.356	0.929		
Trust	0.250	0.390	0.077	0.318	0.366	0.535	0.132	1.000	
	0.581	0.617	0.319	0.726	0.505	0.365	0.588	0.193	0.824

Note: Italic represent the root squares of AVE for each latent variable, and are greater than the correlation with any other latent variable

	Brand attitude	Attitude toward the influencer	Perceived congruence	Perceived credibility	Perceived expertise	Perceived behavioral control	Purchase intention	Subjective norms	Trust
R1	1.000	0.642	0.262	0.633	0.529	0.448	0.597	0.250	0.581
F1	0.582	0.747	0.255	0.588	0.471	0.348	0.524	0.065	0.599
F2	0.536	0.843	0.286	0.551	0.538	0.393	0.426	0.354	0.490
F3	0.419	0.714	0.232	0.429	0.420	0.408	0.380	0.418	0.373
F4	0.397	0.753	0.270	0.437	0.459	0.398	0.336	0.376	0.391
F5	0.225	0.295	0.889	0.231	0.126	0.104	0.304	0.104	0.271
F6	0.236	0.349	0.927	0.276	0.201	0.076	0.332	0.068	0.299
F7	0.245	0.274	0.866	0.239	0.160	0.085	0.306	0.034	0.286
F8	0.529	0.559	0.187	0.813	0.474	0.338	0.393	0.294	0.542
F9	0.467	0.514	0.278	0.797	0.430	0.222	0.479	0.188	0.628
F10	0.501	0.498	0.263	0.788	0.417	0.332	0.501	0.276	0.586
F11	0.547	0.575	0.187	0.839	0.487	0.400	0.486	0.270	0.599
F12	0.429	0.496	0.083	0.441	0.680	0.423	0.335	0.278	0.411
F13	0.490	0.594	0.174	0.518	0.908	0.450	0.385	0.387	0.444
F14	0.498	0.568	0.226	0.539	0.901	0.444	0.436	0.310	0.499
F15	0.273	0.345	-0.030	0.226	0.348	0.731	0.082	0.554	0.136
F16	0.422	0.441	0.162	0.393	0.424	0.846	0.441	0.326	0.412
F17	0.506	0.484	0.310	0.528	0.386	0.296	0.919	0.116	0.553
F18	0.599	0.540	0.341	0.536	0.423	0.363	0.940	0.164	0.542
F19	0.250	0.390	0.077	0.318	0.366	0.535	0.152	1.000	0.193
F20	0.509	0.567	0.275	0.619	0.435	0.344	0.503	0.201	0.839
F21	0.469	0.475	0.293	0.638	0.400	0.259	0.478	0.080	0.843
F22	0.453	0.474	0.219	0.532	0.410	0.292	0.469	0.188	0.788

Note: Italic represent the constructs loadings, and are higher than their cross loadings

Influencers and consumers' purchase intention

JFMM

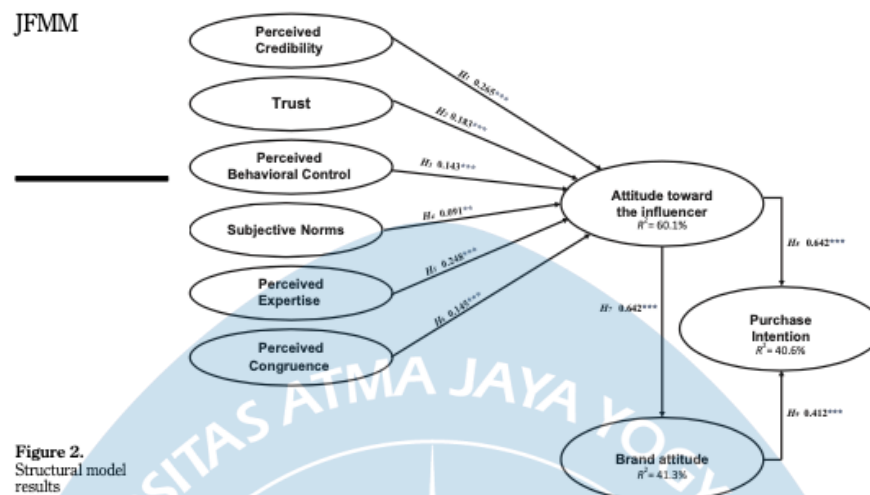


Figure 2.
Structural model
results

Hypothesis	Independent variables → Dependent variable	Std. beta	Std. error	T-value	p-value	Decision
H1	Perceived credibility → Attitude toward the influencer	0.265***	0.039	6.760	0.000	Supported
H2	Trust → Attitude toward the influencer	0.183***	0.035	5.166	0.000	Supported
H3	Perceived behavioral control → Attitude toward the influencer	0.143***	0.033	4.355	0.000	Supported
H4	Subjective norms → Attitude toward the influencer	0.091**	0.032	2.886	0.004	Supported
H5	Perceived expertise → Attitude toward the influencer	0.248***	0.035	7.102	0.000	Supported
H6	Perceived congruence → Attitude toward the influencer	0.145***	0.031	4.744	0.000	Supported
H7	Attitude toward the influencer → Brand attitude	0.642***	0.022	28.633	0.000	Supported
H8	Attitude toward the influencer → Purchase intention	0.288***	0.040	7.124	0.000	Supported
H9	Brand attitude → Purchase intention	0.412***	0.041	9.986	0.000	Supported

Table 5.
Path coefficients of the
research hypotheses

Note(s): **, *** indicate significance at the 1%, 0.1% levels

findings (Ajzen, 2011; Choi and Rifon, 2012; Jabr and Zheng, 2017). Perceived credibility was the strongest factor affecting attitudes toward the influencer, followed by expertise and trust, while subjective norms had the weakest impact on consumers' attitudes toward FIs. These results illustrate that an influencer who is perceived as credible is more likely to influence the follower's attitudes and purchase intention as suggested by prior literature (Kim *et al.*, 2018). Second, it has been demonstrated through this study that a high percentage of the variation in the brand attitude can be explained by attitudes toward FIs. This suggests that consumers are more likely to appreciate or recommend a brand that has been recommended by well-liked influencers. Last, our results convey that the variation in purchase intention can be explained by both attitudes toward FIs and attitudes toward the brand. This implies that FIs do not only influence consumers' attitudes toward a certain brand but also create purchase intentions. These theoretical implications lead us to conclude that influencer marketing is a good alternative for fashion companies aiming to increase awareness about their offerings, boost market share of their products and create purchase intention among existing and potential customers.

6.2 Practical implications

The results of the present research allow us to draw two main practical implications. First, perceived credibility, expertise and trust have been shown to be perceived by customers as the most important factors when following FIs. Congruence to influencers, perceived behavioral control and subjective norms also impact consumers' attitudes toward FIs, to a lesser extent. Fashion marketers and advertisers may consider these concerns when adopting influencer marketing. Second, attitudes toward FIs have been demonstrated to have a significant impact on attitudes toward brands and on purchase intention. This leads us to suggest that influencer marketing should be well recognized by fashion marketers as an efficient strategy to enhance E-WOM related to their products and correspondingly create purchase intentions among customers.

6.3 Limitations and future research

Despite the interesting theoretical and practical implication of this study, it is still subject to some limitations. First, the data used was collected using convenience snowball sampling. The use of nonprobability sampling can be criticized, yet adopting a probability sampling method was impractical in our framework. Second, the study was conducted with consumers of only one developing country. In order to overcome social, cultural and economic disparities, similar studies are to be conducted in other contexts for comparison of outcomes. Finally, it would be interesting to conduct a qualitative study to assess the impact of FIs on consumers'

	SSO	SSE	Q^2
Brand attitude	610.000	363.980	0.403
Attitude toward the influencer	2440.000	1644.345	0.326
Perceived congruence	1830.000	1830.000	
Perceived credibility	2440.000	2440.000	
Perceived expertise	1830.000	1830.000	
Perceived behavioral control	1220.000	1220.000	
Purchase intention	1220.000	813.934	0.333
Subjective norms	610.000	610.000	
Trust	1830.000	1830.000	

Note(s): $Q^2 = 1 - SSE/SSO$

Influencers and consumers' purchase intention

Table 6. Q^2 -square or cross-validated redundancy (CV-Red) of the endogenous latent variables

therefore different outcomes might be accomplished.

7. Conclusions

The contribution of this research was to identify the main factors affecting consumers' selection of FIs and assess the impact of consumers' attitudes toward influencers on attitudes toward recommended brands and on purchase intention. To this end, we developed a model based on an extension of the TBP to influencer marketing. Other variables were borrowed from prior literature to construct our conceptual model. Our research presents a novel framework for identifying the key factors impacting FIs' fellowships and consumer purchase intentions. Based on a sample of 610 Moroccan respondents, we empirically confirmed that consumers' attitudes toward influencers are significantly biased by perceived credibility, trust, perceived expertise, perceived congruence, perceived behavioral control and subjective norms, as was suggested in previous studies. Perceived credibility was demonstrated to be the major factor persuading attitudes toward the influencer, followed by expertise and trust, while subjective norms had the weakest impact on consumers' attitudes toward the FI. Our results reveal that FIs perceived as credible and trustworthy are more likely to influence followers' attitudes and purchase intention. It has been illustrated that a large share of the variation in the attitude toward the brand comes from attitudes toward FIs. This implies that consumers are more likely to appreciate or recommend a brand that has been recommended by popular influencers. Finally, our results suggest that attitudes toward FIs and toward the brand have a significant impact on consumers' purchase intention. This research adds to the body of the literature by understanding consumers' perceptions of FIs and their impact on purchase intentions and behaviors. The findings are of significant relevance to the ongoing debate concerning influencer marketing and how influencers shape perception of brands through their endorsements.

References

- Ajzen, I. (1991), "The theory of planned behavior", *Organizational Behavior and Human Decision Processes*, Academic Press, Vol. 50 No. 2, pp. 179-211.
- Ajzen, I. (2011), "The theory of planned behaviour: reactions and reflections", *Psychology and Health*, Routledge, Vol. 26 No. 9, pp. 1113-1127.
- Ajzen, I. and Fishbein, M. (1980), *Understanding Attitudes and Predicting Social Behavior*, Prentice-Hall, ©1980, Englewood Cliffs, NJ.
- Al-Debei, M.M., Al-Lozi, E. and Papazafeiropoulou, A. (2013), "Why people keep coming back to Facebook: explaining and predicting continuance participation from an extended theory of planned behaviour perspective", *Decision Support Systems*, Elsevier B.V., Vol. 55 No. 1, pp. 43-54.
- Amos, C., Holmes, G. and Stratton, D. (2008), "Exploring the relationship between celebrity endorser effects and advertising effectiveness: a quantitative synthesis of effect size", *International Journal of Advertising*, Routledge, Vol. 27 No. 2, pp. 209-234.
- Armitage, C.J. and Conner, M. (2001), "Efficacy of the theory of planned behaviour: a meta-analytic review", *British Journal of Social Psychology*, John Wiley & Sons (10.1111), Vol. 40 No. 4, pp. 471-499.
- Bandura, A. (1997), "Self-efficacy: the exercise of control", in Freeman, W.H. (Ed.), *Times Books*, Henry Holt & Company, New York, NY, available at: https://books.google.co.ma/books?id=eJ-PN9g_o-EC.
- Benzakour, F. (2007), "Langue française et langues locales en terre marocaine: rapports de force et reconstructions identitaires", *Hérodote*, Vol. 126 No. 126, p. 45.

- Bergkvist, L., Hjalmarson, H. and Magi, A.W. (2016), "A new model of how celebrity endorsements work: attitude toward the endorsement as a mediator of celebrity source and endorsement effects", *International Journal of Advertising*, Taylor & Francis, Vol. 35 No. 2, pp. 171-184.
- Bianchi, C., Andrews, L., Wiese, M. and Fazal-e-hasan, S. (2017), "Consumer intentions to engage in S-commerce: a cross-national study", *Journal of Marketing Management*, Vol. 33 Nos 5/6, pp. 464-494.
- Brislin, R.W. (1986), "The wording and translation of research instruments", in Lonner, W.L. and Berry, J.W. (Eds), *Field Methods in Cross-Cultural Research*, Vol. 90, Newbury Park, CA, pp. 644-651.
- Casaló, L.V., Flavián, C. and Ibáñez-Sánchez (2018), "Influencers on instagram: antecedents and consequences of opinion leadership", *Journal of Business Research*, doi: [10.1016/j.jbusres.2018.07.005](https://doi.org/10.1016/j.jbusres.2018.07.005).
- Chin, W.W. (1998), *The Partial Least Squares Approach for Structural Equation Modeling, Modern Methods for Business Research*, Vol. 22, Lawrence Erlbaum Associates Publisher, Mahwah, New Jersey.
- Choi, S.M. and Rifon, N.J. (2012), "It is a match: the impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness", *Psychology and Marketing*, Vol. 29, Septiembre 2012, pp. 639-650.
- Cooke, R. and Sheeran, P. (2004), "Moderation of cognition-intention and cognition-behaviour relations: a meta-analysis of properties of variables from the theory of planned behaviour", *British Journal of Social Psychology*, Vol. 43 No. 2, pp. 159-186.
- Erkan, I. and Evans, C. (2018), "Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions", *Journal of Marketing Communications*, Routledge, Vol. 24 No. 6, pp. 617-632.
- Fishbein, M. and Ajzen, I. (2010), *Predicting and Changing Behavior: The Reasoned Action Approach*, Psychology Press, New York.
- Fornell, C. and Cha, J. (1994), "Partial least squares", in Bagozzi, R. (Ed), *Advanced Methods of Marketing Research*, Blackwell, Cambridge, pp. 52-87.
- Fornell, C. and Larcker, D.F. (1981), "Structural equation models with unobservable variables and measurement error: algebra and statistics", *Journal of Marketing Research*, Vol. 18 No. 3, pp. 382-388.
- Freberg, K., Graham, K., McGaughey, K. and Freberg, L.A. (2011), "Who are the social media influencers? A study of public perceptions of personality", *Public Relations Review*, Elsevier, Vol. 37 No. 1, pp. 90-92.
- Garretson, J.A. and Niedrich, R.W. (2004), "SPOKES-CHARACTERS: creating character trust and positive brand attitudes", *Journal of Advertising*, Routledge, Vol. 33 No. 2, pp. 25-36.
- Giffin, K. (1967), "The contribution of studies of source credibility to a theory of interpersonal trust in the communication process", *Psychological Bulletin*, Vol. 68 No. 2, pp. 104-120.
- Goldsmith, R.E., Lafferty, B.A. and Newell, S.J. (2000), "The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands", *Journal of Advertising*, Vol. 29 No. 3, pp. 43-54.
- Hair, J.F. Jr, Black, W.C., Babin, B.J. and Anderson, R.E. (2010), *Multivariate Data Analysis*, 7th ed., Pearson, available at: www.pearsoned.co.uk (accessed 30 June 2019).
- Hass, R.G. (1981), "Effects of source characteristics on cognitive responses and persuasion", in Petty, R.E., Ostrom, T.M. and Brock, T.C. (Eds), *Cognitive Responses in Persuasion*.
- Hayes, R.A. and Carr, C.T. (2015), "Does being social matter? Effects of enabled commenting on credibility and brand attitude in social media", *Journal of Promotion Management*, Vol. 21 No. 3, pp. 371-390.

Influencers and
consumers'
purchase
intention

- understand brand love", *The Journal of Product and Brand Management*, Emerald Publishing, Vol. 26 No. 1, pp. 26-41.
- Henseler, J., Ringle, C.M. and Sinkovics, R.R. (2009), "The use of partial least squares path modeling in international marketing", in Rudolf, R. (Ed.), *Advances in International Marketing*, Emerald Group Publishing, Vol. 20, pp. 277-319.
- Hosany, S. and Martin, D. (2012), "Self-image congruence in consumer behavior", *Journal of Business Research*, Elsevier, Vol. 65 No. 5, pp. 685-691.
- Hsu, C.L. and Lin, J.C.C. (2015), "What drives purchase intention for paid mobile apps? an expectation confirmation model with perceived value", *Electronic Commerce Research and Applications*, Vol. 14 No. 1, pp. 46-57.
- Hsu, C.L., Lin, J.C.C. and Chiang, H.S. (2013), "The effects of blogger recommendations on customers' online shopping intentions", *Internet Research*, Emerald Group Publishing, Vol. 23 No. 1, pp. 69-88.
- Huang, Y.C., Wu, Y.C.J., Wang, Y.C. and Boulanger, N.C. (2011), "Decision making in online auctions", in Rausch, E. (Ed.), *Management Decision*, Emerald Group Publishing, Vol. 49 No. 5, pp. 784-800.
- Jabr, W. and Zheng, Z. (Eric) (2017), "Know yourself and know your enemy: an analysis of firm recommendations and consumer reviews in a competitive environment", *MIS Quarterly*, Society for Information Management and The Management Information Systems Research Center, Vol. 38 No. 3, pp. 635-654.
- Kim, S., Kandampully, J. and Bilgihan, A. (2018), "The influence of eWOM communications: an application of online social network framework", *Computers in Human Behavior*, Pergamon, Vol. 80, pp. 243-254.
- Kudeshia, C. and Kumar, A. (2017), "Social eWOM: does it affect the brand attitude and purchase intention of brands?", *Management Research Review*, Emerald Publishing Limited, Vol. 40 No. 3, pp. 310-330.
- Kumar, A., Lee, H.J. and Kim, Y.K. (2009), "Indian consumers' purchase intention toward a United States versus local brand", *Journal of Business Research*, Vol. 62 No. 5, pp. 521-527.
- Lang, C. and Armstrong, C.M. (2018), "Collaborative consumption: the influence of fashion leadership, need for uniqueness, and materialism on female consumers' adoption of clothing renting and swapping", *Sustainable Production and Consumption*, Elsevier, Vol. 13, pp. 37-47.
- Langner, T. and Eisend, M. (2011), "Effects of celebrity endorsers' attractiveness and expertise on brand recall of transformational and informational products", *Advances in Advertising Research*, Gabler, Wiesbaden, Vol. 2, pp. 451-460.
- Lee, K.T. and Koo, D.M. (2012), "Effects of attribute and valence of e-WOM on message adoption: moderating roles of subjective knowledge and regulatory focus", *Computers in Human Behavior*, Pergamon, Vol. 28 No. 5, pp. 1974-1984.
- Lee, J., Park, D.H. and Han, I. (2011), "The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: an advertising perspective", *Internet Research*, Emerald Group Publishing, Vol. 21 No. 2, pp. 187-206.
- Li, Y.-M., Lee, Y.-L. and Lien, N.-J. (2012), "Online social advertising via influential endorsers", *International Journal of Electronic Commerce*, Vol. 16, doi: [10.2753/jec1086-4415160305](https://doi.org/10.2753/jec1086-4415160305).
- Lu, L.C., Chang, W.P. and Chang, H.H. (2014), "Consumer attitudes toward blogger's sponsored recommendations and purchase intention: the effect of sponsorship type, product type, and brand awareness", *Computers in Human Behavior*, Pergamon, Vol. 34, pp. 258-266.
- Macintosh, G. and Lockshin, L.S. (1997), "Retail relationships and store loyalty: a multi-level perspective", *International Journal of Research in Marketing*, North-Holland, Vol. 14 No. 5, pp. 487-497.

- understand brand love", *The Journal of Product and Brand Management*, Emerald Publishing, Vol. 26 No. 1, pp. 26-41.
- Henseler, J., Ringle, C.M. and Sinkovics, R.R. (2009), "The use of partial least squares path modeling in international marketing", in Rudolf, R. (Ed.), *Advances in International Marketing*, Emerald Group Publishing, Vol. 20, pp. 277-319.
- Hosany, S. and Martin, D. (2012), "Self-image congruence in consumer behavior", *Journal of Business Research*, Elsevier, Vol. 65 No. 5, pp. 685-691.
- Hsu, C.L. and Lin, J.C.C. (2015), "What drives purchase intention for paid mobile apps? an expectation confirmation model with perceived value", *Electronic Commerce Research and Applications*, Vol. 14 No. 1, pp. 46-57.
- Hsu, C.L., Lin, J.C.C. and Chiang, H.S. (2013), "The effects of blogger recommendations on customers' online shopping intentions", *Internet Research*, Emerald Group Publishing, Vol. 23 No. 1, pp. 69-88.
- Huang, Y.C., Wu, Y.C.J., Wang, Y.C. and Boulanger, N.C. (2011), "Decision making in online auctions", in Rausch, E. (Ed.), *Management Decision*, Emerald Group Publishing, Vol. 49 No. 5, pp. 784-800.
- Jabr, W. and Zheng, Z. (Eric) (2017), "Know yourself and know your enemy: an analysis of firm recommendations and consumer reviews in a competitive environment", *MIS Quarterly*, Society for Information Management and The Management Information Systems Research Center, Vol. 38 No. 3, pp. 635-654.
- Kim, S., Kandampully, J. and Bilgihan, A. (2018), "The influence of eWOM communications: an application of online social network framework", *Computers in Human Behavior*, Pergamon, Vol. 80, pp. 243-254.
- Kudeshia, C. and Kumar, A. (2017), "Social eWOM: does it affect the brand attitude and purchase intention of brands?", *Management Research Review*, Emerald Publishing Limited, Vol. 40 No. 3, pp. 310-330.
- Kumar, A., Lee, H.J. and Kim, Y.K. (2009), "Indian consumers' purchase intention toward a United States versus local brand", *Journal of Business Research*, Vol. 62 No. 5, pp. 521-527.
- Lang, C. and Armstrong, C.M. (2018), "Collaborative consumption: the influence of fashion leadership, need for uniqueness, and materialism on female consumers' adoption of clothing renting and swapping", *Sustainable Production and Consumption*, Elsevier, Vol. 13, pp. 37-47.
- Langner, T. and Eisend, M. (2011), "Effects of celebrity endorsers' attractiveness and expertise on brand recall of transformational and informational products", *Advances in Advertising Research*, Gabler, Wiesbaden, Vol. 2, pp. 451-460.
- Lee, K.T. and Koo, D.M. (2012), "Effects of attribute and valence of e-WOM on message adoption: moderating roles of subjective knowledge and regulatory focus", *Computers in Human Behavior*, Pergamon, Vol. 28 No. 5, pp. 1974-1984.
- Lee, J., Park, D.H. and Han, I. (2011), "The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: an advertising perspective", *Internet Research*, Emerald Group Publishing, Vol. 21 No. 2, pp. 187-206.
- Li, Y.-M., Lee, Y.-L. and Lien, N.-J. (2012), "Online social advertising via influential endorsers", *International Journal of Electronic Commerce*, Vol. 16, doi: [10.2753/jec1086-4415160305](https://doi.org/10.2753/jec1086-4415160305).
- Lu, L.C., Chang, W.P. and Chang, H.H. (2014), "Consumer attitudes toward blogger's sponsored recommendations and purchase intention: the effect of sponsorship type, product type, and brand awareness", *Computers in Human Behavior*, Pergamon, Vol. 34, pp. 258-266.
- Macintosh, G. and Lockshin, L.S. (1997), "Retail relationships and store loyalty: a multi-level perspective", *International Journal of Research in Marketing*, North-Holland, Vol. 14 No. 5, pp. 487-497.

- Mackenzie, S.B. and Spreng, R.A. (1992), "How does motivation moderate the impact of central and peripheral processing on brand attitudes and intentions?", *Journal of Consumer Research*, Oxford University Press, Vol. 18 No. 4, pp. 519-529.
- MacKenzie, S.B., Lutz, R.J. and Belch, G.E. (2006), "The role of attitude toward the ad as a mediator of advertising effectiveness: a test of competing explanations", *Journal of Marketing Research*, Vol. 23 No. 2, p. 130.
- Magno, F. (2017), "The influence of cultural blogs on their readers' cultural product choices", *International Journal of Information Management*, Vol. 37 No. 3, pp. 142-149.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R. and Branco, F. (2017), "How smartphone advertising influences consumers' purchase intention", *Journal of Business Research*, Elsevier, Vol. 94, August 2017, pp. 378-387.
- Nam, L.G. and Dän, H.T. (2018), "Impact of social media influencer marketing on consumer at Ho Chi Minh City", *The International Journal of Social Sciences and Humanities Invention*, Vol. 5 No. 5, pp. 4710-4714.
- NapoleonCat (2019), *Social Media Demographics in Morocco- January 2019*, available at: <https://napoleoncatt.com/stats/social-media-users-in-morocco/2019/01>.
- Ohanian, R. (1990), "Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness", *Journal of Advertising*, Vol. 19 No. 3, pp. 39-52.
- Palfrey, J. and Gasser, U. (2013), *Born Digital: Understanding the First Generation of Digital Natives*, Basic Books, New York, NY.
- Park, H. and Kim, Y.-K. (2016), "Proactive versus reactive apparel brands in sustainability: influences on brand loyalty", *Journal of Retailing and Consumer Services*, Pergamon, Vol. 29, pp. 114-122.
- Pate, S.S. and Adams, M. (2013), "The influence of social networking sites on buying behaviors of millennials the influence of social networking sites on buying behaviors of millennials", *Atlantic Marketing Journal*, Vol. 2 No. 1, pp. 92-109.
- Pentina, I., Guilloux, V. and Micu, A.C. (2018), "Exploring social media engagement behaviors in the context of luxury brands", *Journal of Advertising*, Vol. 47 No. 1, pp. 55-69.
- Petty, R.E. and Cacioppo, J.T. (1986), "The elaboration likelihood model of persuasion", *Advances in Experimental Social Psychology*, Academic Press, Vol. 19, pp. 123-205.
- Pradhana, D., Duraipandiana, I. and Sethi, D. (2016), "Celebrity endorsement: how celebrity-brand-user personality congruence affects brand attitude and purchase intention", *Journal of Marketing Communications*, Vol. 22 No. 5, pp. 456-473.
- Xu (Rinka), X. and Pratt, S. (2018), "Social media influencers as endorsers to promote travel destinations: an application of self-congruence theory to the Chinese Generation Y", *Journal of Travel and Tourism Marketing*, Routledge, Vol. 35 No. 7, pp. 958-972.
- Raza, M.A., Ahad, M.A., Shafiqat, M.A., Aurangzaib, M. and Rizwan, M. (2014), "The determinants of purchase intention towards counterfeit mobile phones in Pakistan", *Journal of Public Administration and Governance*, Vol. 4 No. 3, p. 1.
- Reed, A., Forehand, M.R., Puntoni, S. and Warlop, L. (2012), "Identity-based consumer behavior", *International Journal of Research in Marketing*, North-Holland, Vol. 29 No. 4, pp. 310-321.
- Rhodes, R.E. and Courneya, K.S. (2003), "Investigating multiple components of attitude, subjective norm, and perceived control: an examination of the theory of planned behaviour in the exercise domain", *British Journal of Social Psychology*, John Wiley & Sons (10.1111), Vol. 42 No. 1, pp. 129-146.
- Saunders, M.N.K., Lewis, P. and Thornhill, A. (2012), *Research Methods for Business Students*, Pearson, Harlow, New York.
- Silvera, D.H. and Austad, B. (2004), "Factors predicting the effectiveness of celebrity endorsement advertisements", *European Journal of Marketing*, Emerald Group Publishing, Vol. 38 Nos 11/12, pp. 1500-1506.

- Chittur, D., Menon, S. and Sivakumar, R. (2009), "Online peer and editorial recommendations, trust, and choice in virtual markets", *Journal of Interactive Marketing*, Vol. 19 No. 3, pp. 15-37.
- Suh, B. and Han, I. (2002), "Effect of trust on customer acceptance of Internet banking", *Electronic Commerce Research and Applications*, Elsevier, Vol. 1 Nos 3-4, pp. 247-263.
- TapInfluence. (2019), "Earn 11x higher sales ROI with influencer marketing in your digital marketing tech stack | TapInfluence", available at: https://www.tapinfluence.com/tp_resource/nielsen-case-study/ (accessed 20 April 2019).
- Tariq, M.I., Nawaz, M.R., Nawaz, M.M. and Awais, B. (2013), "Customer perceptions about branding and purchase intention: a study of FMCG in an emerging market", *Journal of Basic and Applied Scientific Research*, Vol. 9572 No. 2, pp. 127-143.
- De Veirman, M., Cauberghe, V. and Hudders, L. (2017), "Marketing through instagram influencers: the impact of number of followers and product divergence on brand attitude", *International Journal of Advertising*, Taylor & Francis, Vol. 36 No. 5, pp. 798-828.
- Wetzels, M., van Oppen, C. and Odekerken-Schroder, G. (2009), "Using pls path modeling for assessing hierarchical construct models: guidelines and empirical illustration", *MIS Quarterly*, Vol. 33 No. 1, pp. 177-195.
- Yadav, M.S., de Valck, K., Hennig-Thurau, T., Hoffman, D.L. and Spann, M. (2013), "Social commerce: a contingency framework for assessing marketing potential", *Journal of Interactive Marketing*, Elsevier B.V., Vol. 27 No. 4, pp. 311-323.
- Yang, B., Kim, Y. and Yoo, C. (2013), "The integrated mobile advertising model: the effects of technology- and emotion-based evaluations", *Journal of Business Research*, Vol. 66 No. 9, pp. 1345-1352.

Further reading

- Abidin, C. (2016), "Visibility labour: engaging with influencers' fashion brands and #ootd advertorial campaigns on instagram", *Media International Australia*, SAGE Publications Sage UK, London, England, Vol. 161 No. 1, pp. 86-100.
- Esteban-Santos, L., García Medina, I., Carey, L. and Bellido-Pérez, E. (2018), "Fashion bloggers: communication tools for the fashion industry", *Journal of Fashion Marketing and Management*, Emerald Publishing, Vol. 22 No. 3, pp. 420-437.
- Kaplan, A.M. and Haenlein, M. (2010), "Users of the world, unite! the challenges and opportunities of social media", *Business Horizons*, Vol. 53 No. 1, pp. 59-68.
- Laroche, M., Kim, C. and Zhou, L. (1996), "Brand familiarity and confidence as determinants of purchase intention: an empirical test in a multiple brand context", *Journal of Business Research*, Elsevier, Vol. 37 No. 2, pp. 115-120.
- Lee, J.E. and Watkins, B. (2016), "YouTube vloggers' influence on consumer luxury brand perceptions and intentions", *Journal of Business Research*, Elsevier, Vol. 69 No. 12, pp. 5753-5760.
- MacKenzie, S.B. and Lutz, R.J. (1989), "An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context", *Journal of Marketing*, Vol. 53 No. 2, pp. 48-65.
- Park, D.-H., Lee, J. and Han, I. (2007), "The effect of on-line consumer reviews on consumer purchasing intention: the moderating role of involvement", *International Journal of Electronic Commerce*, Routledge, Vol. 11 No. 4, pp. 125-148.
- Shukla, P. (2011), "Impact of interpersonal influences, brand origin and brand image on luxury purchase intentions: measuring interfunctional interactions and a cross-national comparison", *Journal of World Business*, JAI, Vol. 46 No. 2, pp. 242-252.

Appendix

Influencers and
consumers'
purchase
intention

Variables	Items	Measurement items	Sources
Perceived credibility	CRED 1	I do believe that fashion influencers I follow are convincing	Liu <i>et al.</i> (2012); Martins <i>et al.</i> (2017); Yang <i>et al.</i> (2013)
	CRED 2	I do believe that fashion influencers I follow are credible	
	CRED 3	I do believe that fashion influencers advertising is a good reference for purchasing products	
	CRED 4	I find purchasing product/service advertised by fashion Influencers I follow to be worthwhile	
Trust	TR 1	I do believe that I can depend on fashion influencers I follow to make purchasing decisions	Lu <i>et al.</i> (2014); Ohanian (1990)
	TR 2	I do believe that fashion influencers I follow are sincere	
	TR 3	I do believe that fashion influencers I follow use the same products they advertise	
Perceived behavioral control	PBC 1	In addition to fashion influencers, I do take other personal and objective factors into consideration when making my purchasing decision	Ajzen (2011); Fishbein and Ajzen (2010)
	PBC 2	I will buy a product only if the social media influencer referring to it has a good reputation	
Subjective norms	SUBN	I do take into consideration my surroundings' opinions before referring to fashion influencers	Ajzen (2011)
Perceived expertise	EXP 1	The fashion influencers I am following are experts in their field	Bergkvist <i>et al.</i> (2016); Ohanian (1990)
	EXP 2	The fashion influencers I am following have great knowledge	
	EXP 3	The fashion influencers I am following provide references based on their expertise	
Perceived congruence	CONG 1	How do you perceive the compatibility between you and your preferred fashion influencers	Xu (Rinka) and Pratt (2018)
	CONG 2	How do you perceive the level of match between your personality and your preferred fashion influencers	
	CONG 3	How do you assess the relevance of your preferred fashion influencers' publications with regard your personal beliefs and life mode	
Attitude toward the influencer	ATTIN 1	I do believe that fashion influencers serve as fashion models for me	Ajzen (2011); Casaló <i>et al.</i> (2018)
	ATTIN 2	I do believe that fashion influencers present interesting content	
	ATTIN 3	I do believe that fashion influencers provide new deals about different products and services	
	ATTIN 4	I do consider fashion influencers as a reliable source of information and discovery	
Brand attitude	ATTBR 1	I do trust brands advertised by fashion influencers I follow	Ajzen (2011); Bergkvist <i>et al.</i> (2016)
Purchase intention	PIN 1	I most frequently have intentions to purchase products advertised by the fashion influencers I follow	Ajzen (2011); Hsu and Lin (2015); Kumar <i>et al.</i> (2009); Martins <i>et al.</i> (2017)
	PIN 2	I generally recommend products and/or services advertised by the fashion influencers I follow	

Table A1.
Main survey variables,
items, measures, and
sources

JFMM

About the authors

Dr Youssef Chetioui is a professor of Marketing at the School of Business Administration of Al Akhawayn University in Ifrane, Morocco. Before converting to Academia, he worked as a consultant in strategy at Hewlett Packard. He has also taught in Moroccan and French Universities' undergraduate and graduate programs, before joining AL AKHAWYN University in Morocco. His research focuses on digital marketing, social media marketing, innovation and customer relationship management. He already published a number of articles and also presented his research in many international conferences and colloquiums (Morocco, Spain, Portugal and China). Youssef Chetioui is the corresponding author and can be contacted at: y.chetioui@au.ma

Dr Hind Lebdaoui is a professor of Finance and Islamic Banking in AL AKHAWYN University in Morocco and a visiting scholar at Shanghai University of Finance and Economics. She spent the last decade in Shanghai, where she focused on the advancement of finance and economics both in China and in other developing countries. Her research papers focus on Islamic business, the economic growth and financial development nexus, Islamic banking and its relevance to both financial development and economic growth. Dr Lebdaoui is selected as one of the top 100 most influential women in Islamic finance sector by Cambridge IFA WOMANⁱ in 2018 and 2019.

